



Division of Development and Alumni Affairs

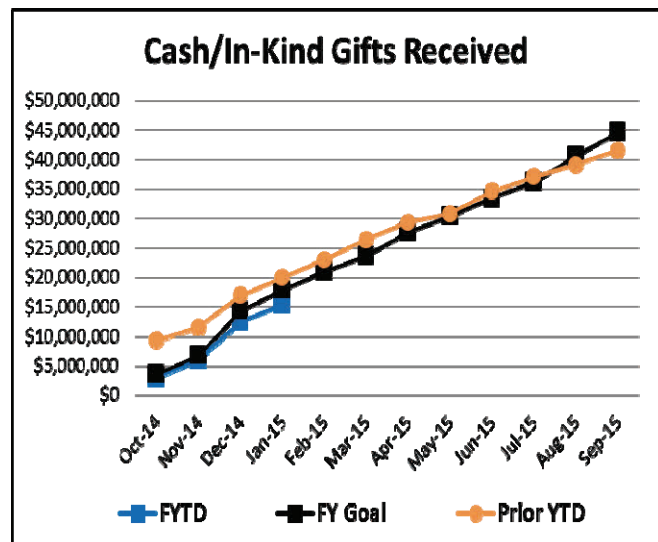
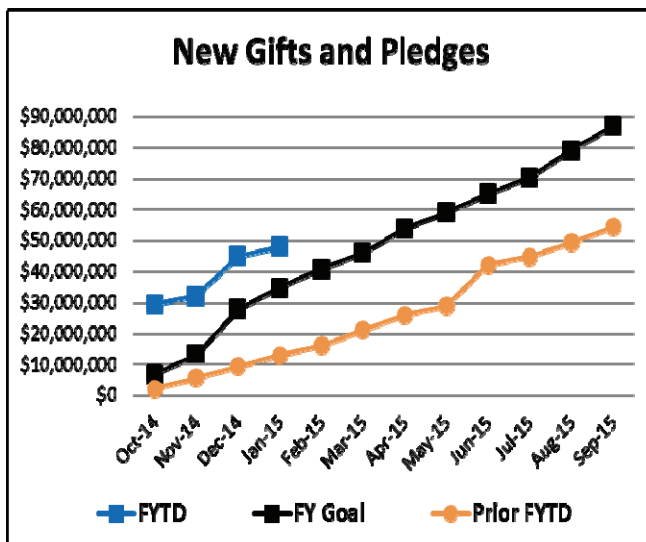
Submitted by:
Chacona W. Johnson

FUNDRAISING PERFORMANCE

Division of Development and Alumni Affairs Activity

Fiscal year totals as of January 31, 2015 (does not include philanthropy from FMRE)

	Prior FYTD	Current FYTD		
	Total	Total	FY End Goal	% of FY End Goal
New Gifts and Pledges ¹	\$13,010,983	\$47,926,573	\$86,850,000	55%
Cash Gifts ²	\$19,953,800	\$15,178,647	\$44,675,000	34%
In-Kind Gifts ²	\$288,386	\$173,683	-	-



¹ New gifts and pledges include new cash gifts, pledge commitments, planned gift commitments, realized planned gifts and gifts-in-kind. Pledge payments are **not** included.

² Cash/In-kind gifts include only new cash gifts and gifts-in-kind. Pledge payments are included.

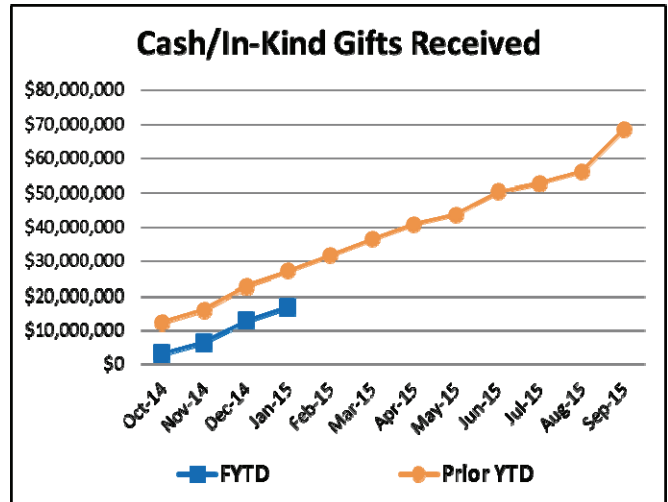
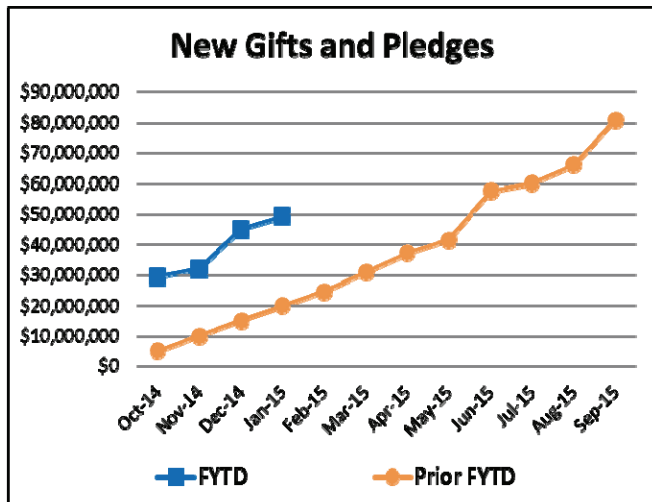
The Division of Development and Alumni Affairs at Wayne State University provides leadership, raises funds and promotes alumni and donor relations to advance the goals of Wayne State University.

FUNDRAISING PERFORMANCE

Total University Philanthropy

Fiscal year totals as of January 31, 2015

	Prior FYTD			Current FYTD		
	Development	FMRE	Total	Development	FMRE	Total
New Gifts and Pledges ¹	\$13,010,983	\$7,098,843	\$20,109,826	\$47,926,573	\$1,358,378	\$49,284,951
Cash Gifts ²	\$19,665,414	\$7,223,843	\$27,177,642	\$15,178,647	1,483,378	\$16,835,708
In-Kind Gifts ²	288,386			\$173,683	-	



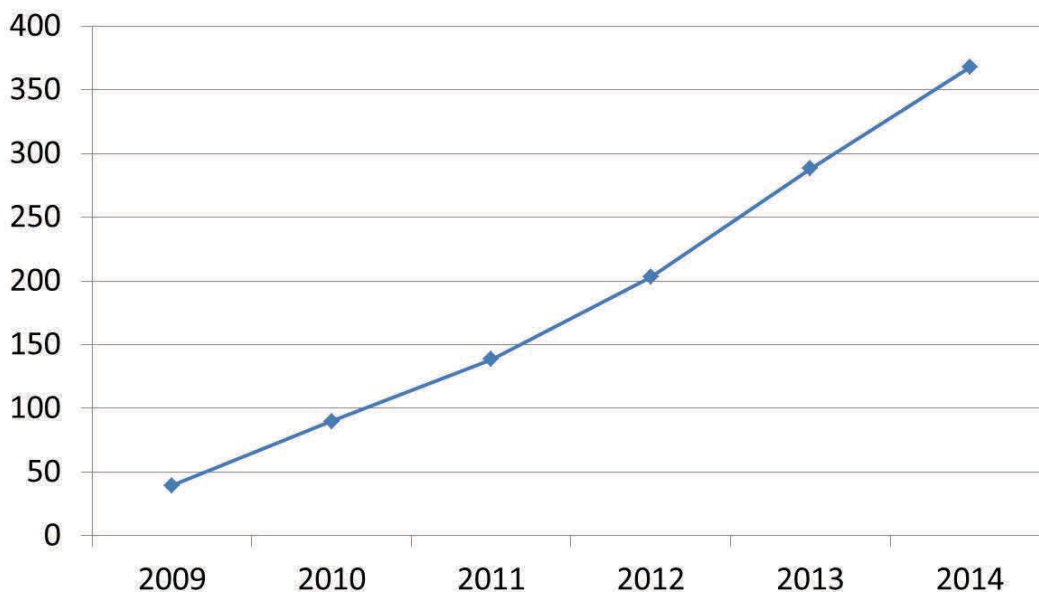
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Campaign total as of January 31, 2015
\$416,735,072

Campaign Progress

\$ in millions
 as of fiscal year end



Major and planned gift activity

Fiscal year totals as of January 31, 2015

Total number of major gift solicitations \$25,000+:	80
Total number of major gifts closed \$25,000+:	60
Total cash and planned gifts outstanding solicitations:	\$63,323,422
Total value of pending matured gifts:	\$10,799,199

Annual giving activity

Fiscal year totals as of January 31, 2015

Number of annual giving prospects solicited	131,310
Total annual giving dollars raised from solicited prospects	\$1,342,677
Variance (percent plus or minus last fiscal year)	-2%
Average solicited gift amount given	\$170
Variance (percent plus or minus last fiscal year)	+15%

ALUMNI AFFAIRS PERFORMANCE

The Wayne State University Alumni Association has been building loyalty and support among alumni for 75 years. In 2011, the Alumni Association eliminated its membership, dues-paying structure and is now open to all alumni. The Wayne State University School of Medicine Alumni Association operates as a separate 501c3 and continues to be a membership-based organization with a dues structure. The goal of the Alumni Association is to build pride and engage with all 245,000 Wayne State University alumni through various communication strategies and engagement activities.

Communication

- The alumni electronic newsletter, *@Wayne State*, is sent to approximately 68,000 alumni monthly and the Office of Alumni Relations is working to increase circulation. The alumni association also emails the monthly electronic newsletter *Let's Go*. The newsletters are sent the first and third Thursdays of the month, respectively.
- The School of Medicine *Alumni Connection* monthly electronic newsletter is sent to more than 5,000 alumni the first week of every month.

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Vice President for Development and Alumni Affairs

- The latest edition of *Wayne State* magazine was published and mailed in February. The magazine is once again on a quarterly publication schedule and is available digitally at alumni.wayne.edu.

Engagement activities

- A regional campaign launch event was held on February 10 at the Boca Raton Resort and Club in Boca Raton, Florida, with 75 alumni and guests in attendance.
- A regional campaign launch event was held on February 11 at the Bonita Bay Country Club in Bonita Bay, Florida, with 95 alumni and guests in attendance.
- The alumni association hosted its quarterly focus group on February 11 at Tony V's restaurant. With a diverse group ranging from freshman to alumni, the meeting focused on programs and events that sustain student and alumni involvement.
- A School of Medicine In Residence event, hosted by Dr. Kamran Moghissi, was held on February 13 in Naples, Florida.
- Ty Stevenson, executive director of the Wayne State University Alumni Association, hosted a Meet the Director evening on February 19. Alumni had the opportunity to hear association updates and network with Ty and other alumni and friends at this informal gathering.
- Pharmacy and health science students received survival kit give-aways on February 24.
- The February 25 Creating Connections Career webinar topic was How To Find a Job in the 20-teens.
- The alumni association hosted a reception on February 26 to celebrate the Women of Wayne Board of Directors' commitment to the university and the alumni association.
- A pharmacy alumni reception was held on February 27 at the Detroit Marriott Hotel.
- The College of Fine, Performing and Communication Arts The Business of Art @ Ponyride, featuring Paul Randolph, was held on February 28.
- A regional campaign launch event was held on March 3 at the Omni San Francisco Hotel in San Francisco, California.

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- A regional campaign launch event was held on March 5 at The Arctic Club in Seattle, Washington.
- A speed networking event with pharmacy alumni was held on March 11.
- Physician assistant students participated in a happy hour mixer at Black Finn on March 12.
- As of February 20, 113 reservations had been received for the Tiger spring training game at Joker Marchant Stadium in Lakeland, Florida on March 14.
- The alumni association hosted its Spring Senior Send-off reception at McGregor Memorial Conference Center on March 20.
- On March 24, the College of Fine, Performing and Communication Arts held its 36th Arts Achievement Awards event.

Upcoming engagement activities

- March 28: School of Medicine Future Docs event at Scott Hall
- April 14: Regional campaign launch, The Army Navy Club, Washington, D.C.
- April 17: Quarterly focus group meeting, Student Center
- April 19: A School of Medicine In Residence event, hosted by Jan Bertsch, chair of the School of Medicine Board of Visitors, in Scottsdale, Arizona.
- April 20: Regional campaign launch, The Arizona Biltmore, Phoenix, Arizona
- April 22: Semi-annual Student Finals Relaxer
- May 1: Volunteer thank you celebration
- May 7: Wayne State University Commencement
- May 9: School of Medicine Alumni Reunion Day

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- May 18: Law School Commencement
- May 18: School of Medicine Commencement
- June 17: 10-year reunion event for graduates 2004—2014, Emagine Theatre
- July 3: School of Medicine White Coat Ceremony
- October 8–9: Golden Jubilee