



Division of Development and Alumni Affairs

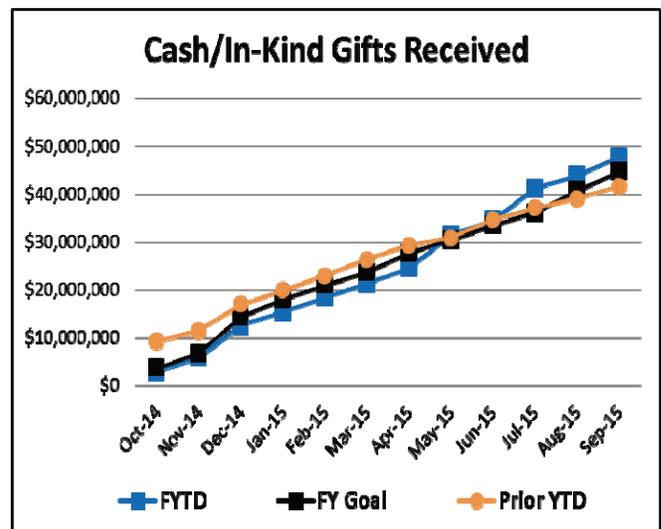
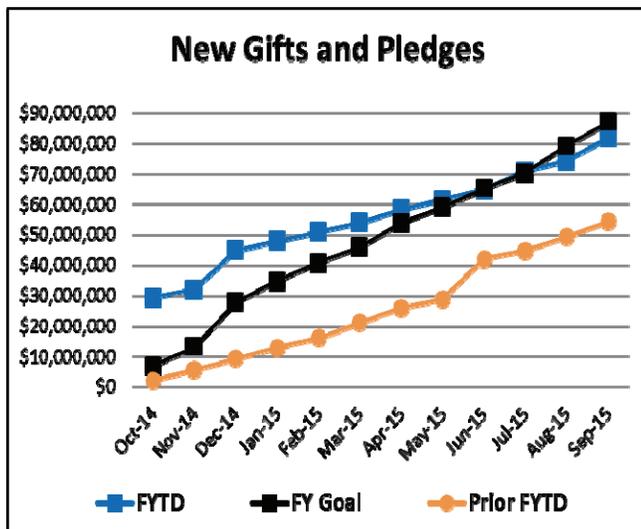
Submitted by:
Chacona W. Johnson

FUNDRAISING PERFORMANCE

Division of Development and Alumni Affairs Activity

Fiscal year totals as of September 30, 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	\$54,329,365	\$81,949,908	\$86,850,000	94%
Cash Gifts ²	\$40,737,102	\$47,243,351	\$44,675,000	107%
In-Kind Gifts ²	\$754,421	\$575,308	-	-



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.

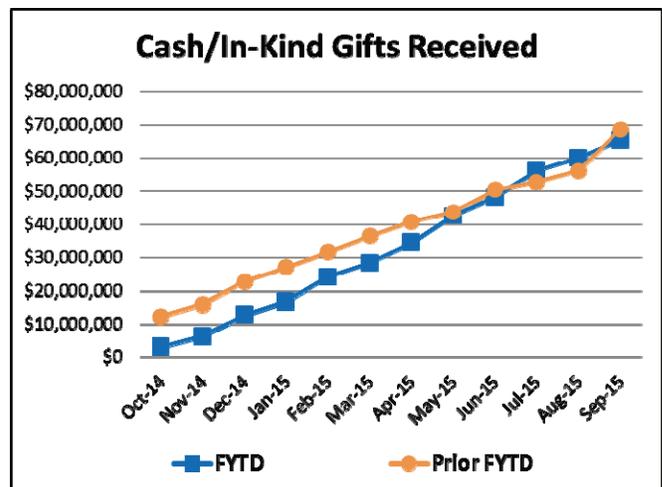
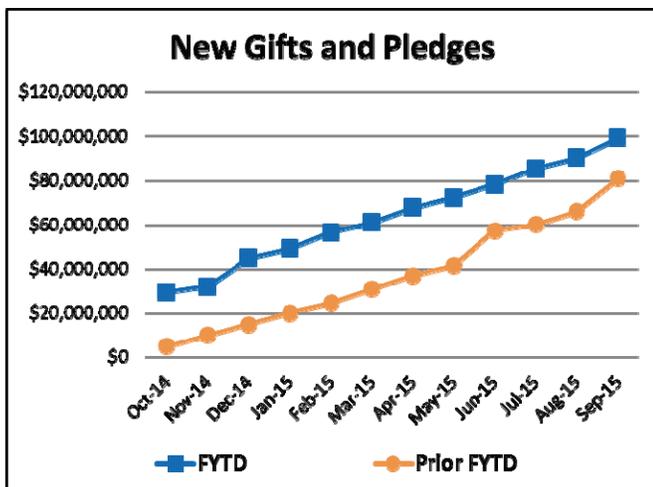
The Division of Development and Alumni Affairs at Wayne State University provides leadership, raises funds and promotes alumni and donor relations to advance the goals of Wayne State University.

FUNDRAISING PERFORMANCE

Total University Philanthropy

Fiscal year totals as of September 30, 2015

	Prior FYTD			Current FYTD		
	Development	FMRE	Total	Development	FMRE	Total
New Gifts and Pledges ¹	\$54,329,365	\$26,608,555	\$80,937,920	\$81,949,908	\$17,215,867	\$99,165,775
Cash Gifts ²	\$40,737,102	\$26,858,555	\$68,350,077	\$47,243,351	\$17,172,367	\$65,410,527
In-Kind Gifts ²	\$754,421			\$575,308	-	

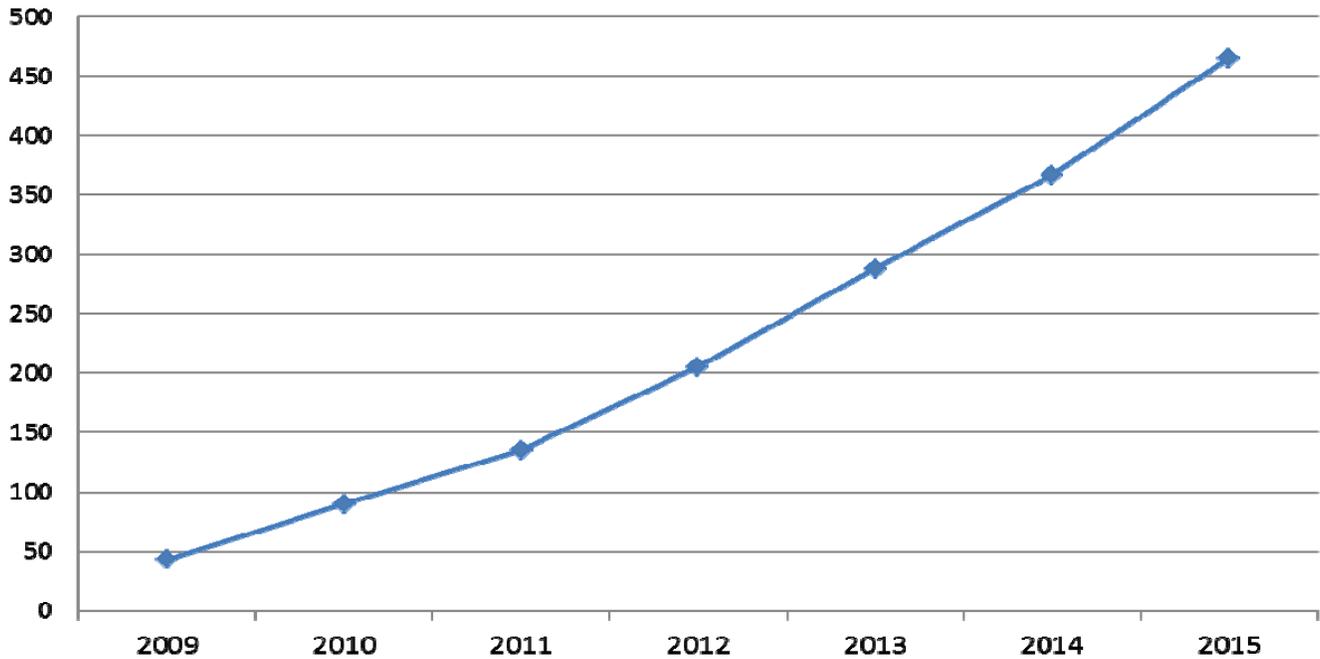


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Campaign total as of September 30, 2015
\$464,797,114

Campaign in Progress
\$ in millions
as of September 30, 2015



Major and planned gift activity

Fiscal year totals as of September 30, 2015

Total number of major gift solicitations \$25,000+:	285
Total number of major gifts closed \$25,000+:	159
Total cash and planned gifts outstanding solicitations:	\$82,753,600
Total value of pending matured gifts:	\$3,860,000

Annual giving activity

Fiscal year totals as of September 30, 2015

Number of annual giving prospects solicited	202,826
Total annual giving dollars raised from solicited prospects	\$2,590,642
Variance (percent plus or minus last fiscal year)	+7%
Average solicited gift amount given	\$153
Variance (percent plus or minus last fiscal year)	+21%

ALUMNI AFFAIRS PERFORMANCE

The Wayne State University Alumni Association has been building loyalty and support among alumni for more than 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 140,000 alumni the first Thursday of each month.
- The School of Medicine *Alumni Connection* electronic newsletter is sent monthly to approximately 5,500 alumni.
- The latest edition of the *Wayne State* magazine was mailed in mid-November. The cover story, "Farm Fed: Sowing seeds for success," focused on Wayne State's major role in the growing urban farming movement. Other stories included a tribute to the late Dr. Wayne Dyer and a

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feature about tenor George Shirley, who was awarded a National Medal of Arts. The magazine is on a quarterly publication schedule and is available digitally at alumni.wayne.edu.

- CASE District V has notified the division that the Winter 2015 issue of *Wayne State* magazine has been awarded a Bronze Medal. The award will be presented at the district conference in Chicago on December 14.
- The Law School's electronic newsletter, *Raising the Bar*, is sent to approximately 7,200 alumni monthly.

Engagement activities

- The School of Medicine held its second annual Alumni Appreciation thank-a-thon September 9 through October 28 at Scott Hall. Approximately 250 medical students representing 40 student organizations participated. The purpose of the calls is to let alumni know they are valued and to strengthen their connection with the school. The calls also provide students with valuable networking opportunities in their specialty of interest.
- The School of Medicine's Office of Alumni Affairs, in collaboration with the Office of Student Affairs, is hosting a series of informal medical specialty lunches for students. The following lunches were held: September 29 (Internal Medicine), October 6 (Emergency Medicine), October 20 (Obstetrics and Gynecology), November 10 (Psychiatry), December 1 (Anesthesiology) and December 9 (General Surgery).
- The Office of the President and the Alumni Association hosted a reception at the Col. Frank J. Hecker Mansion, now Tierney House, on September 30 to honor Thomas Tierney and Elizabeth Carr Tierney and express the university's appreciation for their significant support.
- The alumni association's Creating Connections Career Series featured weekly webinars throughout October (Graduate Resumes for Industry, LinkedIn Graduate Profile Creation, Secrets to Starting Your Career, Job Search Using LinkedIn, and Researching Yourself using PersonalityType.com) and November (Stress Paradox, Job Search Prep, Cover Letters and Digital Applications, and Interviewing Skills).
- The School of Medicine Alumni Association Board of Governors met on October 7.
- A Law School alumni reception was held on October 8 during the State Bar Annual Meeting at the Suburban Collection Showplace in Novi.

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- The alumni association hosted the Golden Jubilee Reunion to honor the class of 1965 on October 9. The School of Business and colleges of Nursing and Education hosted programs with their deans before the main program.
- A School of Medicine Alumni Affairs In Residence event was hosted by Dr. Marcella and Dr. Eddie Jenkins at their home on October 9.
- Alumni Ed Christian, Nancy Kaufman, Joique Bell, and Katherine Cockrel, and faculty Dale Thomas and Marcella Verdun, were recognized at the Alumni Awards Ceremony held on October 10 preceding Homecoming.
- A regional alumni engagement event was held in Grand Rapids at the JW Marriott on October 12.
- The alumni association partnered with the Dean of Students Office and Iota Theta fraternity to host a student fun night of relaxation at AirTime Trampoline Jumping and Game Park in Troy on October 15. More than 200 students enjoyed de-stressing from midterm exams and networking.
- A Wayne Law alumni reunion reception was held on October 16 at the Book Cadillac Detroit.
- The College of Fine, Performing and Communication Arts hosts a monthly speaker series for alumni, students and friends on the third Monday from September through May called The Business of Art @ Ponyride.
- A regional alumni engagement event was held at the Palmer House in Chicago on October 20.
- The alumni association continued its Financial Planning series with a discussion of financial implications of marriage equality on October 21.
- The Arthur L. Johnson Urban Perspectives lecture series featured Mark Fancher and Dr. Carl Taylor discussing community policing on October 26.
- A School of Medicine Alumni Affairs In Residence event was hosted by Dr. Marjorie Kumar at her home on November 16.

Upcoming engagement activities

- December 7: Regional alumni engagement event at the Houstonian in Houston, Texas
- December 12: Commencement
- December 16: Late Night Breakfast
- January 19: Regional engagement event at La Playa Beach and Golf Resort in Naples, Florida, followed by a small hosted dinner in Boca Raton/Palm Beach (date TBD)
- February 21: Regional engagement event for Los Angeles area alumni at the Hyatt Regency in Long Beach, California
- February 22: Small hosted dinner in the San Diego area
- March 6: Tiger pre-season game and picnic at Joker Marchant Stadium in Lakeland, Florida
- March 19: School of Medicine Future Docs event
- March 22: Small hosted dinner in Scottsdale, Arizona
- April 5: Regional engagement event in San Francisco, California
- April 11–15: Alumni Week 2016
- April 18: Regional engagement event in Washington, D.C.
- May 5: Commencement
- May 12: Regional engagement event in New York, New York
- May 14: School of Medicine reunion event