

BOARD OF TRUSTEES
ADVANCEMENT COMMITTEE
QUARTERLY UPDATE

JUNE 2014

BOARD OF TRUSTEES
ADVANCEMENT COMMITTEE MEETING
THURSDAY JUNE 5, 2014 – 2:00 P.M. TO 3:00 P.M.
BLAIR HALL CONFERENCE ROOM 308

*** Action Item**

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|----------------------------------------------------|----------------------------|
| 1. Call to Order | Mrs. Sue Henderson, Chair |
| 2. Roll Call | Ms. Misha Blount, Recorder |
| 3. Approval of Today's Meeting Agenda* | Mrs. Henderson |
| 4. Approval of March 20, 2014 Meeting Minutes* | Mrs. Henderson |
| 5. Gift Summary Report | Mrs. Michelle Cook |
| 6. Divisional Highlights | Advancement Staff |
| 7. New Business | Mrs. Henderson |
| • <i>UNC-GA Advancement Shared Services Update</i> | <i>Mrs. Cook</i> |
| 8. Adjournment | Mrs. Henderson |

NEXT ADVANCEMENT COMMITTEE MEETING
THURSDAY, SEPTEMBER 19, 2014 – 2:00 P.M. TO 3:00 P.M.

GIFT SUMMARY REPORT

For the Quarter Ending March 31, 2014

(Compares July 1, 2012 – March 31, 2013 to July 1, 2013 to March 31, 2014)

Gift by Source	2014 Donors	2013 Donors	Donor % Change	2014 Dollars	2013 Dollars	Dollars % Change
Alumni	907	1,027	-11.7%	\$305,000	\$282,095	8.1%
Corporations	79	93	-15.1%	\$521,088	\$1,663,029	-68.7%
Faculty/Staff	118	115	2.6%	\$39,272	\$35,676	10.1%
Foundations	7	10	-30.0%	\$590,424	\$806,419	-26.8%
Friends	513	279	83.9%	\$240,039	\$205,473	16.8%
Fundraising Consortia	1	2	-50.0%	\$9,677	\$8,507	13.8%
Other Organizations	33	31	6.5%	\$65,503	\$62,579	4.7%
Parents	4	3	33.3%	\$3,120	\$2,250	38.7%
Religious Organizations	7	13	-46.2%	\$15,540	\$9,441	64.6%
Students	5	272	-98.2%	\$635	\$650	-2.3%
Foundation Totals	1,674	1,845	-9.3%	\$1,790,298	\$3,076,119	-41.8%
Sponsored Programs (as of February 28, 2014)				\$894,175		
Grand Total (as of March 31, 2014)				\$2,684,474		

THIRD QUARTER HIGHLIGHTS

- Contributions from alumni were up 8.1% – from \$282,095 to \$305,000
- Both the number of donors and dollars contributed among faculty and staff were up. Donors increased 2.65% and gifts were up 10.1%
- Following a strong 2nd quarter performance, support from those identified as “friends” of the university was up again this quarter. The number of donors increased 84% and dollars were up 17%
- Gifts from corporations and foundation continue to lag with double-digit drops in each sector
- Noteworthy gifts and pledges for the quarter included:
 - \$100,000 from a friend of the university designated to the Student Success Center
 - A \$25,000 pledge from an alumna and campus volunteer designated to the Student Success Center
 - \$20,000 from a friend designated to the Student Success Center
 - \$16,000 from the Winston-Salem Foundation designated to various campus programs
 - \$10,000 from an alumnus and board member given without restriction
 - Over \$4,000 in gifts to the university from State Employees’ Combined Campaign contributors, representing the final installment from the 2013 campaign
 - Many gifts of \$1,000 or more designated to scholarships.

ADVANCEMENT WRITER

- Working with University College and Lifelong Learning (UCALL) on two proposals to support scholarships and programs
- Exploring funding options with the MacArthur Foundation for a joint project between the campus radio station WSNC and the Center for Community Safety for a documentary series about the overrepresentation of African-American youths in the juvenile justice system
- Reengaging the Mellon Foundation to cultivate a gift in support of the Student Success Center
- Submitted proposals for the Transformative Science Initiative at WSSU for the Penn “HBCUs as Leaders and Teachers in STEM” and the American Association of Colleges and Universities (AAC&U) Teaching to Increase Diversity and Equity in STEM (TIDES) program
- Updating the WSSU Foundation website
- Wrote and edited spring solicitation letters for the Annual Fund
- Prepared presentations for the Student Success Center Ribbon Cutting Ceremony
- Wrote the emcee script for the Foundation Scholarship Breakfast
- Leading the search committee for a new Major Gifts Officer and participating in the search for a new administrative assistant.

ALUMNI RELATIONS

- Call Program
 - 1,425 pledges totaling \$159,479
 - 224 credit card pledges totaling \$20,665
- Young Alumni Council
 - Assisted in the coordination of the Young Alumni Council 5K/10K Run
 - Assisted in the coordination of the Young Alumni Panel Discussion held during race weekend
 - Developed on-line giving plan (400 in 40) designed to boost fiscal year-end giving
 - Launched effort through on-line placement and social media appeals
- Outreach
 - Distributed Meltwater news clippings to Twitter and Facebook followers
 - Total of 495 Twitter followers and 1,062 Facebook friends
 - Serve as Editor for our Alumni e-newsletter
- Attended and presented at the NAA General Alumni meeting; attended 10 alumni reception/gatherings and hosted 6 alumni/community organization meetings.

ANNUAL FUND

- Annual Golf Classic
 - Held Friday, April 25th at Reynolds Park Golf Course
 - Cash Sponsorships totaled: \$54,158.24
 - In kind Sponsorships totaled: \$21,950
 - Total Golf Participants: 166 golfers
 - Total Sponsors: 41

- Planning for 2014 Homecoming engagement activities
 - Advancement VIP Parade Viewing and Breakfast scheduled for October 18th
 - Coordinated solicitation of \$5000 sponsorship commitment from Wells Fargo for this event
 - Assisting with planning for the Homecoming Concert

- Coordinated and assisted with WSNC Annual Fund spring direct mail solicitation

- On the Horizon – planning fiscal year end Annual Fund video appeals for distribution in May and June.