

PHILANTHROPY AND ALUMNI ENGAGEMENT

MISSION STATEMENT:

Our mission is to foster lifelong relationships with WKU's constituencies through activities designed to honor the WKU Spirit, involve members of the WKU family in the life of the University, and secure private support to further advance WKU's overall mission.

PROGRAM INFORMATION:

The Division of Philanthropy and Alumni Engagement, in support of the mission of WKU, supplies leadership, programs, and activities designed to provide:

- Sustaining private support from our alumni and friends;
- Cultivation and stewardship of our alumni, friends, and volunteers;
- Accurate information on our alumni and friends and accounting of all private support;
- An active volunteer base of individuals engaged with WKU;
- Coordination of the alumni and donor outreach efforts of partners in WKU's academic and institutional programs;
- Communication with and involvement of WKU alumni, friends, and volunteers in the life of WKU and in support of today's students' success; and
- An informed alumni base able to respond to the emerging needs of the institution.

University departments reporting to the Vice President of Philanthropy and Alumni Engagement include: Advancement Services, Alumni Relations/Alumni Association, Philanthropy, Leadership Annual Giving, Donor Engagement and the WKU Foundation.

GOALS/ANTICIPATED PROGRAM ACTIVITIES:

Specific goals for the Division include the following:

- Prepare to launch a \$250,000,000+ comprehensive campaign in the spring of 2020;
- Continue progress toward the WKU Opportunity Fund's \$50,000,000 goal;
- Build on Corporate & Foundation Relations fundraising success to engage and elevate private partnership and support;
- Recruit and involve volunteers in the life of the institution to increase outreach, service, and institutional capacity;
- Enhance digital engagement strategies to invite independent acts of engagement with WKU by serving as ambassadors, mentors, networking connections and advocates for WKU;
- Develop targeted communications and engagement strategies that leverage connections through eras, regions, communities, and affinities;
- Continue to prioritize deferred giving to create a pipeline of predictable future support by achieving \$150,000,000 in documented deferred gifts from individuals including WKU in their estate plans;
- Strengthen prospect research efforts, directly soliciting data from stakeholders and adding new constituency appends. Pilot enhanced data analytics program;
- Expand crowdfunding and social media efforts in support of fundraising;
- Build operating endowments for departments and programs of distinction to meet emerging priorities, with a specific goal to increase the combined endowment for the University to \$200,000,000;
- Focus alumni engagement activities on delivering direct support for the institution's student recruitment, mentoring, retention, completion, and career placement efforts; raise WKU's alumni engagement score; and achieve a level of 10 percent alumni participation rate;
- Develop philanthropic programs for students and young alumni that lead to their philanthropic participation with the institution;
- Define the WKU Family and stakeholders as students, parents, alumni, faculty, staff, friends, donors, fans, prospective students, legislators, community partners, and any other entity that has a vested interest in the institution;
- Reduce donor confusion through consistent and coordinated efforts for the various philanthropic interests of the institution;

- Become a more customer-service focused and donor-centric organization; and
- Continue to utilize metrics wherever helpful to promote accountability and effectiveness.

FINANCIAL INFORMATION:

	2018-19 Revised Budget		2019-20 Proposed Budget	
	<u>Pos.</u>	<u>Unrestricted Budget</u>	<u>Pos.</u>	<u>Unrestricted Budget</u>
<u>Educational and General</u>				
Personnel/Fringe Benefits	37.0	3,212,062	38.0	3,457,948
Operating Expenses		779,195		586,964
Capital Outlay		20,350		20,350
Total Expenditures		4,011,607		4,065,262