

THE DIVISION OF UNIVERSITY ADVANCEMENT

*QUARTERLY REPORT*

PREPARED FOR  
WINSTON-SALEM STATE UNIVERSITY  
BOARD OF TRUSTEES ADVANCEMENT COMMITTEE

JUNE 2017



**WSSU**

BOARD OF TRUSTEES  
ADVANCEMENT COMMITTEE MEETING  
THURSDAY JUNE 8, 2017 ♦ 2:00 P. M.  
BLAIR HALL CONFERENCE ROOM 308

**AGENDA**

**\* Action Item**

- |  |                            |
|--|----------------------------|
| 1. Call to Order                               | Mr. Kelvin Farmer, Chair   |
| 2. Roll Call                                   | Ms. Dionne Evans, Recorder |
| 3. Approval of Today's Meeting Agenda*         | Mr. Farmer                 |
| 4. Approval of March 16, 2017 Meeting Minutes* | Mr. Farmer                 |
| 5. Quarterly Gift Summary Report               | Mrs. Michelle Cook         |
| 6. Divisional Highlights                       | Advancement Staff          |
| 7. Advancement Staffing Update                 | Mrs. Cook                  |
| 8. New Business                                | Mr. Farmer                 |
| 9. Adjournment                                 | Mr. Farmer                 |

NEXT ADVANCEMENT COMMITTEE MEETING  
THURSDAY, SEPTEMBER 14, 2017 – 2:00 P.M.

***ABOUT UNIVERSITY ADVANCEMENT...***

*The Division of University Advancement cultivates and maintains enduring relationships between its many constituencies and the university. We work with alumni, friends, students, parents, faculty, staff, community members, and foundation and corporate partners to garner financial and human capital resources that will enrich our university and the lives of our students. University Advancement shares a collective responsibility for creating partnerships and experiences across the university, the community,*

## GIFT SUMMARY REPORT

### *For the Period Ending March 31, 2017*

*(Compares July 1, 2015 – March 31, 2015 to July 1, 2016 – March 31, 2016)*

<b>Gift Summary by Source</b>	<b>2017 Donors</b>	<b>2016 Donors</b>	<b>Donor % Change</b>	<b>2017 Dollars</b>	<b>2016 Dollars</b>	<b>Dollars % Change</b>
Alumni	1,552	1,657	-6.3%	\$558,904	\$457,942	22.0%
Corporations	76	74	2.7%	\$610,529	\$592,929	3.0%
Faculty/Staff	132	158	-16.5%	\$61,598	\$87,201	-29.4%
Foundations	10	8	25.0%	\$532,783	\$418,311	27.4%
Friends	643	524	22.7%	\$719,937	\$202,869	254.9%
Fundraising Consortia	2	4	-50.0%	\$3,296	\$33,524	-90.2%
Other Organizations	20	37	-45.9%	\$90,799	\$64,580	40.6%
Parents	19	8	137.5%	\$1,565	\$1,625	-3.7%
Religious Organizations	2	14	-85.7%	\$16,041	\$66,630	-75.9%
Students	152	274	-44.5%	\$1,293	\$2,589	-50.1%
<b>Foundation Total</b>	<b>2,608</b>	<b>2,758</b>	<b>-5.4%</b>	<b>\$2,596,746</b>	<b>\$1,928,199</b>	<b>34.7%</b>
<b>Sponsored Program (Private Donors)</b>				<b>\$164,364</b>	<b>\$323,253</b>	<b>-49.2%</b>
<b>Grand Total</b>				<b>\$2,761,110</b>	<b>\$2,251,452</b>	<b>22.6%</b>

## **INVESTMENTS OF NOTE**

- \$100,000 for SECU Public Fellows Internship Program
- \$12,500 from Reynolds American Foundation
- \$13,893 from community foundation in support of scholarships
- \$5,000 from the Luther and Mary Vandross Fund of the Philadelphia Foundation
- \$10,000 from Toyota Financial Services/Tom Joyner Foundation
- \$5,000 from Foundation Board member to fund general scholarships
- \$10,000 faith community gift to support endowed scholarships
- \$6,500 from Foundation Board member added to endowed fund
- \$25,000 for high-impact practices and student support
- \$1,000 gift in honor of Anthony Wells '17
- \$5,000 Abbot Downing scholarship gift

## **ALUMNI RELATIONS**

- Coordinated another successful 40 Under 40 Awards Gala. WSSU and the Young Alumni Council honored 40 outstanding young alumni at the April 8 event.
  - Over 350 people attended the Gala
  - Contributions totaled \$30,309; gross ticket sales totaled \$12,195
- Class Reunions
  - Working with the following class groups: 1962, 1967, 1977, 1982, 1987, 1992, 1997, 2007 and 2012.
  - 50<sup>th</sup> Class and 25<sup>th</sup> Class are funding endowed scholarships

## **ANNUAL FUND**

- Completed Spring Call Program
  - Increased credit card pledges
    - 445 in 2017 vs 412 in 2016 (31.4% increase)
  - Increase in instantly fulfilled gifts by credit card was the largest
    - \$60,426 in 2017 vs. \$48,003 in 2016
  - Worked with marketing for press and social media features
- Continued solicitations for the 2017 WSSU Foundation Golf Classic held April 28, 2017
- Attended 2017 Case Conference in Nashville, TN
- Partnered with WSNC 90.5 Radio for Spring on-air campaign
  - Worked with Interim Director, Ben Donnelly, to identify goals for campaign
  - Requested reports from Donor Services to identify potential and current donors
  - Coordinated marketing efforts for advertisement to current & potential donors and social media posts
  - Lead volunteer efforts for assistance with donor calls and on-air pitches

- Partnered with the Student Government Association (SGA) President, Mona Zahir, her cabinet, and the Chancellor to host the first SGA Thank-a-thon for donors
  - Created script for students
  - Facilitated student training
  - Led effort to contact over 600 donors to simply say thank you
  - Interacted with donors on social media during calls

### **CORPORATE AND FOUNDATION RELATIONS**

- We are in the final stages of securing a seven-figure gift to launch the Center for the Study of Economic Mobility, which will support faculty and undergraduate research and strategic priorities focused on social justice.
- We hosted AT&T executives on campus for “AT&T Academy” on April 13. AT&T executives facilitated sessions focused on critical thinking and communication skills and provided faculty with opportunities to learn how essential skills taught at WSSU are demonstrated and observed in the workplace. As a next step, WSSU will craft workshops and case-studies to use for professional development programs at WSSU.
- We hosted Toyota Financial Services executive John Ridgeway on campus in April during the annual scholarship luncheon. Mr. Ridgeway is introducing WSSU to additional partners and funders. Michelle Cook is working with academic affairs to move these conversations forward.
- We hosted SAS executive Oita Coleman on campus in May to explore opportunities for partnership – including opportunities for SAS to recruit WSSU students for internships/jobs and to provide resources for curriculum development through SAS University.
- We hosted a “Breakfast and Conversation with Chancellor Robinson” for Triad-area corporate and foundation executives on May 10. This was an opportunity to engage partners and funders in WSSU’s work to advance healthcare and strengthen the local community.

### **MAJOR AND PLANNED GIFTS**

- Harold '55 & Shirley Bost \$200,000 Music Department Scholarship (Choral)
- Sandra Jackson '73 – Lorenzo Jackson'75 Memorial Scholarship - Endowed
- The Barbara K. Phillips & Eryca Burch Scholarship – Endowed
- Rose Marie Matthews '48 –Received Signed Scholarship Agreement
- Served on UNC-GA Advancement Symposium Planning Committee - Planned Giving Committee
- Hosted Planned Giving Session sponsored by AXA Advisors on March 24<sup>th</sup>. Focus IRA Rollovers and Insurance
- Completed new Planned Giving Brochure