Division Overview

University Advancement

Vice President Stephanie Bowers
The mission of University Advancement is to build relationships through meaningful engagements that foster pride, encourage advocacy, and promote private support for Western Washington University.
ALUMNI AND CONSTITUENT ENGAGEMENT

- Strategy development for engagement of all university advancement constituents including alumni, students, parents, donors, faculty/staff, and community/friends
- Alumni and constituent events (live and virtual)
- Alumni recognition activities and events
- Commencement celebrations and regalia
- WE Connect alumni and student professional development and mentoring online platform
- Academic and affinity-based events and programs for alumni through Western Engaged (WE)
ADVANCEMENT COMMUNICATIONS AND MARKETING

• Communication and marketing strategy for university advancement constituents
• Window magazine editorial board and content development
• Communications and marketing messaging & print and digital collateral
• Development and management of websites & social media platforms for the Western Foundation and WWU Alumni Association
• Writing and design for event, fundraising, and stewardship communications
ADVANCEMENT SERVICES

• Management of alumni and donor database
• Gift processing
• Financial and accounting services
• Procurement
• Real estate transactions
• Human resource functions
• Budget, expenditures, and revenue
• Investment management
• Not-for-profit audit management
• Legal liaison
ANNUAL GIVING AND MEMBERSHIP

- Annual giving strategy for all university advancement constituents
- Securing gifts up to $24,999 annually through phone, text, electronic, direct mail channels
- Securing leadership annual gifts of $1,000+
- Management of online affinity campaign channel Viking Funder
- WWU Give Day: single day of giving to support the university
- Annual WWU Faculty-Staff Campaign
- Phone-a-thon
- Volunteer peer-to-peer fundraising program
- Strategy development for securing Alumni Association memberships
DONOR RELATIONS AND STEWARDSHIP

• Management of donor appreciation via personal letters, videos, publications, and phone/email communications
• Strategic communications about impact of philanthropy on students, faculty and programs via events, reports, personal outreach, and special programming
• Coordination of scholarship thank you letter process, including distribution to donors for more than 1,000 annual student awards
• Planning and management of recognition and appreciation events and donor/student interactions, including summer salmon BBQ, scholarship dinners, VIP events, and campus engagement opportunities
• Strategic management of Presidents, 1893, Old Main recognition societies, and named campus spaces
MAJOR GIFTS AND ESTATE PLANNING

• Securing principal gifts of $100,000 or more in support of students, faculty, and university programs
• Securing gifts of $25,000 or more in support of the university
• Capital Campaign strategy and management
• Comprehensive Campaign strategy and management
• Corporate and Foundation relations to secure philanthropic support
• Securing and stewarding estate gifts in support of the university
The mission of the Western Foundation is to inspire philanthropy that advances access, learning, and innovation at Western Washington University.
The Foundation was established in 1966 to receive and encourage private giving to WWU. Today, donors provide nearly $15 million annually in the form of annual, endowed, and estate gifts, and gifts in kind such as real estate, equipment, and art. Gifts fund student scholarships and provide program and faculty member support.

The Foundation is led by a group of dedicated board members who raise awareness of the importance of private support to public institutions. These alumni, parents, and community leaders bring their experiences in business, education, science, and non-profits, and share the common mission of engaging new friends for Western and inviting financial investments, while also stewarding the more than $110 million in assets under the Foundation’s management.
The mission of the WWU Alumni Association is to strengthen Western by building strong and caring relationships that make a difference among our students, alumni, friends, and the greater university community.
• Increase alumni and constituent engagement
• Foster campus-wide collaborations & connections
• Enhance benefits that matter and help build meaningful connections for all alumni
• Use data to drive decision making, direction, and future engagement with constituents
• Serve as the alumni gateway to WWU
• Create a Board recruitment and selection pipeline process to develop a strong and highly functioning Alumni Association Board of Directors committed to advancing Western
Kaiser Borsari Hall, the new advanced technology engineering and computer science building, will respond directly to the needs of Washington state employers and address student demand. In the 2019-2021 biennium, Western received design funding from the Washington State Legislature. The state intends to fund construction of the building in the next biennium as long as Western secures pledges of private support for a portion of the construction funds. As of August 2020, we have raised commitments of more than $12 million toward our goal of $20 million.
UNIVERSITY-WIDE FUNDING PRIORITIES

Student Success Campaign

The Foundation is in the midst of a fundraising campaign focused on Student Success. This focused drive with its goal of $10 million and anticipated duration of three years, targets direct support of students for recruitment and retention.

Admissions Scholarships
Offering students multi-year, need-based scholarships to offset the rising cost of education is critical to both recruiting and retaining students. These scholarships will recognize merit, support diversity, and provide an affordable path to a college degree for many.

Student Research & Creative Activity Opportunities
One of Western’s pride points is the opportunity for undergraduates to engage in real-world research with faculty. Summer stipends for students will allow focused time to immerse themselves in their chosen field of study, preparing them for graduate school or a career.

President’s Scholarships
The most prestigious scholarships Western will offer, President’s Scholarships will be awarded to high-achieving students from underserved populations. This four-year commitment will recognize the very best at WWU, provide important financial support, and encourage continued academic success.

Study Abroad Experience
Currently, only 4% of WWU students have a global study experience. Associated costs are frequently a significant factor in preventing more students from learning abroad. Scholarships to promote international experiences will open the door for many more students to have this life-changing opportunity.
Western’s fifth annual Give Day, held on May 28, was an unprecedented success thanks to our caring community.

A record number of donors and dollars

2,400 DONORS gave a total of $780,000
(including matching funds)

STUDENT EMERGENCY FUND
730 GIFTS totaling $125,000
To date, 163 students have received more than $100,000 in Student Emergency grants

“This act of philanthropy inspires me to work harder and achieve my goals so that one day I may be the one donating to students in need.”
Spencer Logan (‘21), aka “Victor Viking,” Political Science

“I couldn’t afford college without this. The little extra help really goes a long way.”
Li Hill (‘21) East Asian Studies
SIGNATURE PROGRAM

Scholarship Events

• Annual events in Bellingham and Seattle to personally introduce those who provide scholarships to student recipients
• Students have a chance to talk about their academic pursuits, dreams, and goals
• Donors see and hear first-hand the impact their gifts are making
• Personal relationships are developed – and oftentimes remain for years
• Each year, more than 400 donors and students attend

Bringing Students and Donors Together
SIGNATURE PROGRAM

Our online community for professional connections, career growth opportunities, shared interests & mentoring opportunities.

Members have sent nearly 900 messages and made more than 200 connections.

Join today & start connecting:

weconnect.wwu.edu
Paint B’ham Blue for WWU (Paint) is an annual tradition in which WWU alumni, faculty, staff, business, and community partners welcome new students and offer a taste of the festive fun they can enjoy in our local community while attending Western.
PHILANTHROPIC ANNUAL IMPACT

CASH CONTRIBUTIONS AND GIFTS-IN-KIND

Fiscal Year Ended June 30
Total Endowment Assets Under Management includes assets owned directly by the Foundation as well as endowed assets managed by the Foundation on behalf of the university.
Financial support to the university has grown consistently over time and now exceeds well over $8.0 million per year.
THANK YOU

If you would like more information regarding University Advancement, the Western Foundation, or the WWU Alumni Association, please contact:

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