



The William & Mary Alumni Association stands committed to become a model for what alumni associations should be — a spotlight of creativity and innovation.

Premier alumni associations share five qualities of success: world-class regional engagement, signature alumni programs, alumni career services, differentiated outreach programs to students and young alumni, and exceptional alumni communications. In order to realize this vast potential, we are embarking on a bold and aggressive journey. Our aim is nothing less than to be among the nation's finest alumni associations, serving alumni and fostering lifelong relationships with the university that are essential for growth and prosperity.

A cornerstone of our plan is an expanded Alumni House, welcoming all alumni and serving as a gateway to campus. Additional space will allow us to host class reunions and other alumni functions, and use by students and faculty will be commonplace.

The Alumni Association's focus on engagement will be measurable and profound, providing increased programming for young alumni, legacies, affinity groups and students that takes advantage of multimedia and virtual technology delivering events and relevant content to alumni wherever they live and work.

Marilyn Ward Midyette '75
Executive Director
William & Mary Alumni Association



WILLIAM & MARY

ALUMNI ASSOCIATION

GOALS & PRIORITIES

For the Bold

THE CAMPAIGN FOR WILLIAM & MARY



William & Mary has become so much more to me than a four-year experience. I believe that you get what you give, and I know firsthand that if you invest in William & Mary you will receive so much more in return. I'm a prime example that your best years at the university can continue long after graduation!



Janet Rollins Atwater '84
*Campaign Chair
Alumni Association*

Pillar I: Where Great Minds Meet | **\$30 million**

ALUMNI ENGAGEMENT

The Alumni Association's goal and responsibility is to shape the next generation of alumni and foster lifelong relationships with all 95,000+ alumni. It is the character, talent and leadership of our alumni that will define and chart the future of William & Mary.

• Alumni Association Program Support | **\$14.5 million**

Chapter & Regional Engagement | **\$3 million**

Increased alumni activity around the country and internationally is key to developing an even stronger William & Mary. Growing the number of alumni chapters, broadening coverage in key metro areas, and increasing the number of university staff and faculty traveling to meet with alumni where they live and work requires an increased investment.

Signature Events | **\$2.5 million**

Signature events are a chance to bring fellow alumni back together with their alma mater in familiar and new spaces to reconnect, generate impact and celebrate each other. As our alumni body expands, increased financial support is needed to augment the programming and frequency of these special occasions.

Alumni Career Management | **\$2 million**

For the first time, the Alumni Association has initiated a career management program that will provide networking communities, webinars, online group programming, career events and other professional resources to aid alumni throughout their career. Increased support will drive this sustainable, impactful, and vital service to success.

Alumnae & Affinity Group Initiatives | **\$2 million**

Uniting alumni around shared interests, experiences and identities creates stronger value driven networks that benefit each other and the university. Expanding our affinity groups and developing targeted programming is key to providing meaningful lifelong engagement for all Tribe constituents.

Volunteer Management | **\$1 million**

William & Mary volunteers are dedicated and passionate members of the Tribe, and the Alumni Association is committed to providing them with the highest quality of leadership they deserve. Financial support will enhance volunteer training and services.

Student Outreach | **\$2 million**

Current students invigorate our alumni community with their curiosity, passion and ambition. With support, the Alumni Association will engage new members of the Tribe to promote a dynamic, long-lasting relationship for a lifetime.

Alumni Admission and Legacy Outreach | \$1 million

William & Mary is a family affair for much of our community. Spouses, parents, children and siblings share a common identity through the Tribe. The Alumni Association cherishes these connections and honors the power of legacy networks. Funding will create a unique space and events for legacy families.

Awards and Honors | \$1 million

The Alumni Association has proudly recognized outstanding alumni, faculty, coaches and students through their awards program for over 80 years. An endowed awards fund would ensure the ability to recognize the best of the best in perpetuity.

• Alumni House Expansion | \$15.5 million

Alumni House Renovation & Expansion | \$13.5 million

The expanded Alumni House will serve as a western gateway to campus and provide new space for events, programming and staff. Key features include:

- a new entrance with a dedicated reception area
- event space that will accommodate up to 400 people for a seated dinner
- an alumni lounge and business center for visiting alumni
- the ability to host multiple simultaneous events
- staff areas for expanding programming for alumni and students
- additional restrooms, storage and catering areas

Alumni House Operations Endowment | \$2 million

A beautiful and historic building requires responsible care and maintenance. A \$2 million endowment will provide an annual revenue source for operations and routine maintenance and will ensure that the Alumni House remains a quality facility in perpetuity.

\$30 million

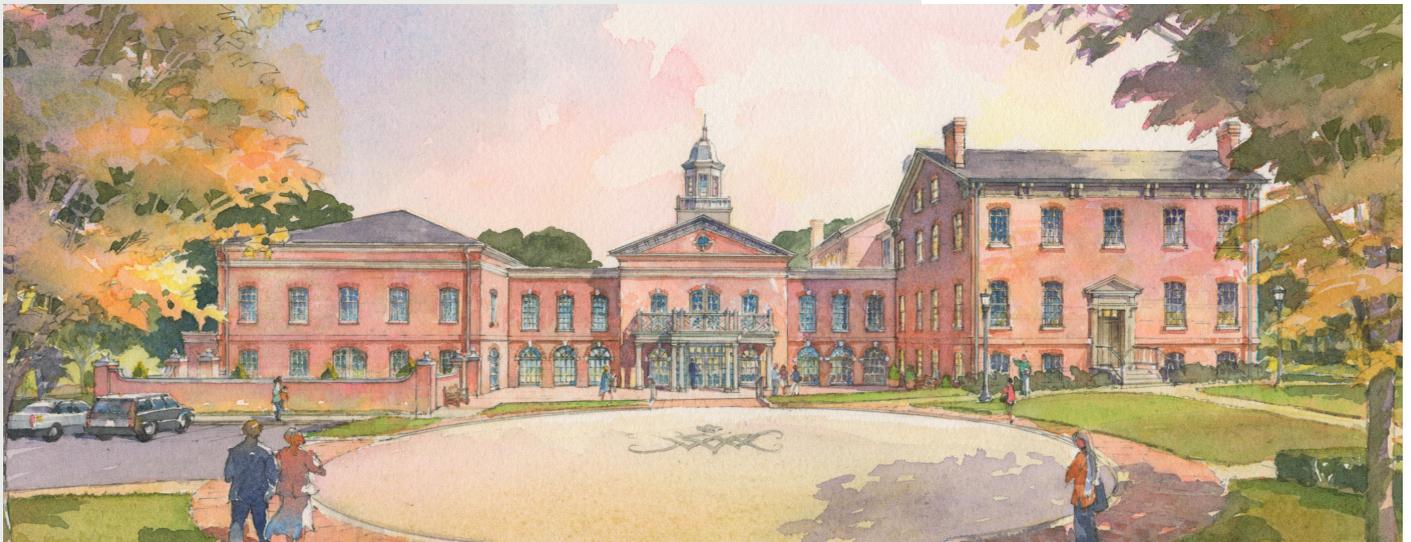
ALUMNI ENGAGEMENT

**Alumni Association
Program Support**

\$14.5 million

**Alumni House
Expansion**

\$15.5 million



**Learn more and support the William & Mary Alumni Association:
FortheBold.wm.edu**

For the

Bold

“I was bold in the pursuit of knowledge,
never fearing to follow truth and
reason to whatever results they led.”

-THOMAS JEFFERSON 1762, LL.D. 1783

Support the Alumni Association

The William & Mary Alumni Association has a goal of creating a world-class alumni engagement program. Alumni engagement is about keeping William & Mary people connected — with each other and the university. Keeping alumni and friends engaged with the campus community is critical to ensuring their lifelong connection with the university and to stewarding William & Mary for generations to come.

Greater resources are necessary if we are to expand our programming for alumni in the areas of career services, regional and chapter outreach, special affinity groups, class reunions, signature programs such as Homecoming, life-long learning and cutting-edge technology to promote interaction with campus from other locations. In addition, an expanded Alumni House is needed to accommodate the growing numbers of our alumni family and provide expanded programming.

A world-class university deserves and needs a world-class alumni engagement program. Help us do more than we have ever done.

UNIVERSITY CAMPAIGN GOALS



**Strengthen alumni
engagement**



**Achieve 40 percent
alumni participation**



Raise \$1 billion

FortheBold.wm.edu

Marilyn Ward Midyette '75
Executive Director
William & Mary Alumni Association
alumni.ed@wm.edu
757.221.1166

Richard Long
Senior Associate Director of Development
Alumni Engagement and Corporate Sponsorships
rnlng@wm.edu
757.221.1016