

Philanthropy & Alumni Engagement



Mission Statement

The Division of Philanthropy and Alumni Engagement supports the overall strategic mission of WKU by **creating opportunities to transform lives.**

Organizational and Program Information

As defined in Climbing to Greater Heights: the WKU Strategic Plan for 2018-2028, WKU is an economic engine for the region and the Commonwealth, and our reach extends across the globe through our alumni to our community and beyond.

The Division of Philanthropy & Alumni Engagement plays a vital role in supporting and advancing the University's commitment to our community and region by energizing and inspiring individuals, foundations and corporations to invest in the future of WKU and enable our climb to greater heights. In addition, division staff engage alumni as global ambassadors and cultivate relationships that last a lifetime.

Departments within Philanthropy & Alumni Engagement:

- Alumni Engagement
- Donor Engagement & Communications
- Philanthropy
- Strategic Operations & Appeals

Philanthropy & Alumni Engagement areas of focus:

- Organizational Efficiency – Reimagine our work to align with current business needs, strategically deploy limited human resources and continually evaluate alumni engagement programs within key market segments.
- Impactful Philanthropy – Build relationships with donors to grow our pipeline through personalized outreach, create specialized donor acknowledgements, and meet and exceed goals for gift receipts, President’s Circle membership and the WKU Opportunity Fund.
- Meaningful Alumni Engagement – Host outstanding stewardship and alumni events, create personalized engagement plans for volunteer leaders, activate the worldwide alumni network, share compelling stories and celebrate alumni achievements.
- Closer Collaborations – Work cross-functionally with the University and institutional foundation(s), support academic deans and programs, and establish partnerships to expand alumni engagement with diversity, equity and inclusion efforts across campus.

Goals and Anticipated Program Activities

Key Team Metrics	Goal
Opportunity Fund	\$100,000,000
Gift Receipts	\$22,000,000
Alumni Engagement Index	15%
President’s Circle Members	2,600
Annual Donor Retention	65%