

Office of Institutional Advancement

February 9, 2023



Greater Happens Here
Department of
Institutional Advancement

Tonya S. Hall
Vice President for External
Relations

VIRGINIA STATE UNIVERSITY

“Preeminence with Purpose”

Institutional Advancement Priorities

**PRIORITY 4: DEFINE THE VSU BRAND AND TO TELL
OUR STORY**

**PRIORITY 5: DIVERSIFY FINANCIAL RESOURCES
AND ENHANCE OPERATIONAL EFFECTIVENESS**



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Rising to the Occasion:

MILLENNIALS ARE THE
NEW DRIVERS OF GIVING



**"Love them or hate them, Millennials are a compelling generation.
Whether they're killing the diamond industry or feuding
with their Baby Boomer counterparts, Millennials and their behaviors
have dominated headlines and think pieces for years.
Say what you will about their spending habits and work styles
—Millennials are poised to be a major force for good
over the coming years."**

qGiv 2022



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Meet the Millennials: Millennial Giving Trends, Preferences, and Patterns



VSU
VIRGINIA STATE
VSU
Since 1882

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MILLENNIALS

(those born between 1981 and 1996)

1 Millennials are giving 5x more money than Baby Boomers to support disaster relief

2 Millennials are diversifying their giving to include charities they've never supported before in response to national global disasters

3 42% of millennials have become more interested in how their giving is making an impact



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“I CONSIDER MYSELF A PHILANTHROPIST.”

Total



Baby Boomers



Gen X



Millennials



Agree



TOP THREE REASONS MILLENNIALS GIVE TO CHARITY

"I can make a difference with my donations."

"I have a responsibility to give."

"It helps me live a life that reflects my values."

TOP THREE REASONS BABY BOOMERS GIVE TO CHARITY

"The nonprofits I give to are trying to solve important problems."

"I have a responsibility to give."

"I am personally connected to the cause or I know people personally impacted by the cause."

"I TRACK RESULTS FOR MOST OR ALL NONPROFITS I SUPPORT."

Total



Baby Boomers



Gen X



Millennials



Agree



HOW MILLENNIALS MEASURE THE EFFECTIVENESS OF ORGANIZATIONS THEY SUPPORT

38%



Read letters and reports from the organization

37%



Pay attention to news about issues related to charities

36%



Talk to friends or advisors about the organization

35%



Frequently visit their website/social media channels

33%



Read the organization's annual reports

"WHEN YOU HAVE LESS MONEY TO GIVE, YOU THINK ABOUT WHERE EACH OF THOSE DOLLARS GOES AND WANT TO MAKE SURE YOUR IMPACT IS REALLY HIGH. [MILLENNIALS] WANT TO SEE WHERE THEIR MONEY IS GOING, WHICH CAN BE VERY PAINFUL TO NONPROFITS—ESPECIALLY SMALL ONES—WHO DON'T NECESSARILY HAVE THE RESOURCES TO GIVE THAT CONSTANT FEEDBACK."

-Rachel Klausner, Founder and CEO,
social impact platform Millie

PEER INFLUENCE IN GIVING



Total
 Baby Boomers
 Gen X
 Millennials



"If you see a lot of your friends giving to a cause, that will highly impact your decision to get involved in a cause as well. To create a culture of change and cooperation, we need social reinforcements of those norms. If you see it, you can believe it. And if you believe it, you're going to do it."
 - Steven Olikara, Founder, Millennial Action Project



Rules of Engagement for Millennial Philanthropists

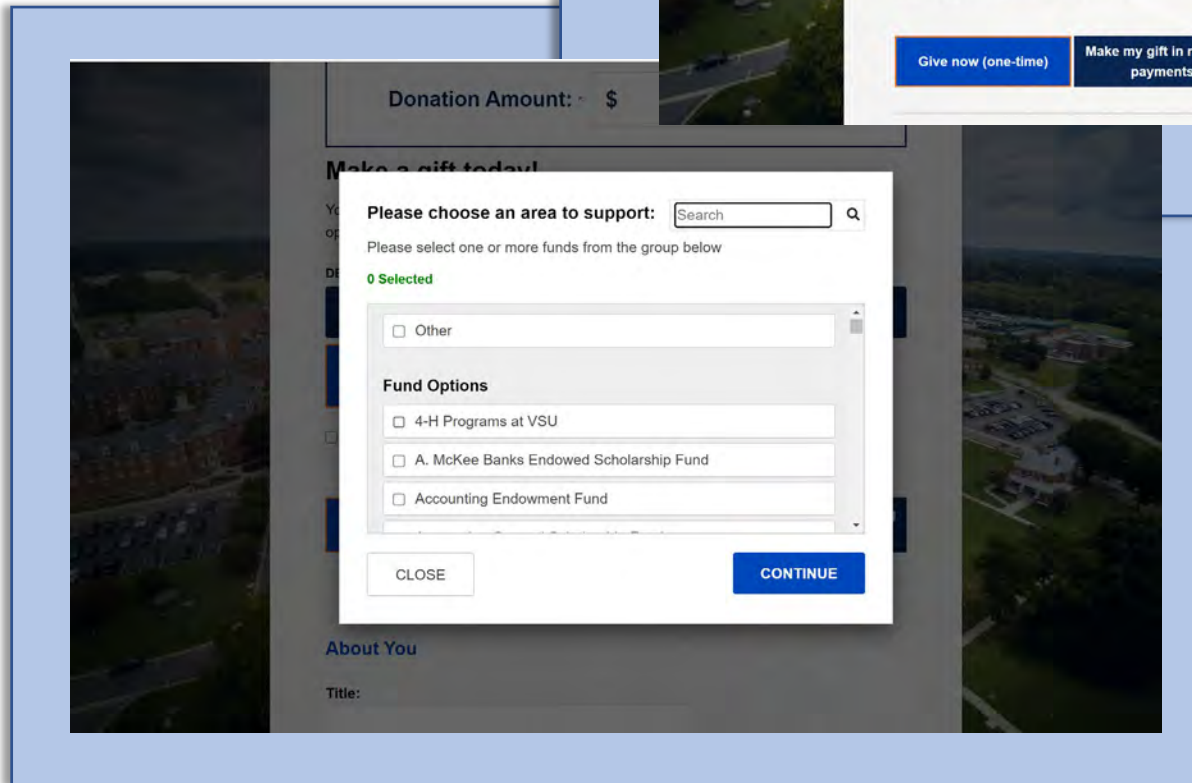
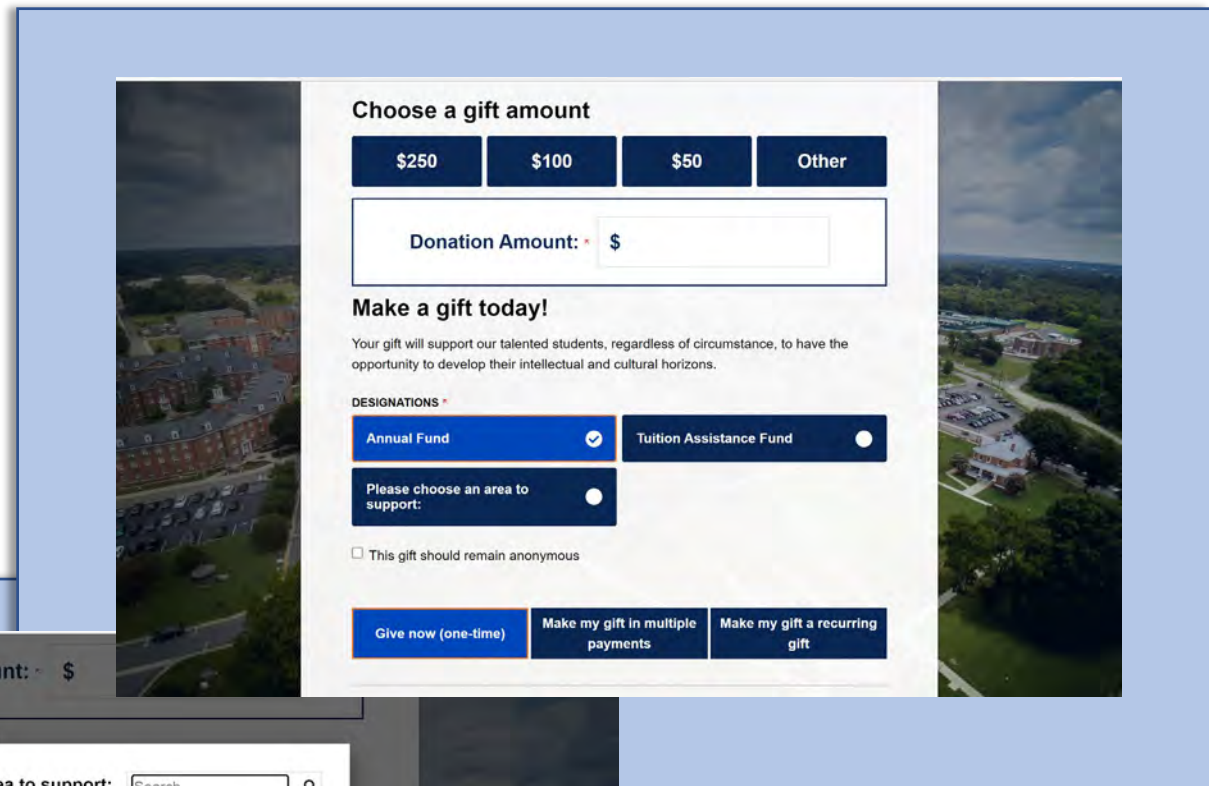


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- Build greater loyalty to VSU
- Demonstrate impact
- Deepen their connection to the causes and programs that matter to them
- Create networking opportunities
- Build upon our social media presence
- Continue to enhance our digital giving platform

Just in time to tip-off the *Giving Season* Encompass launches

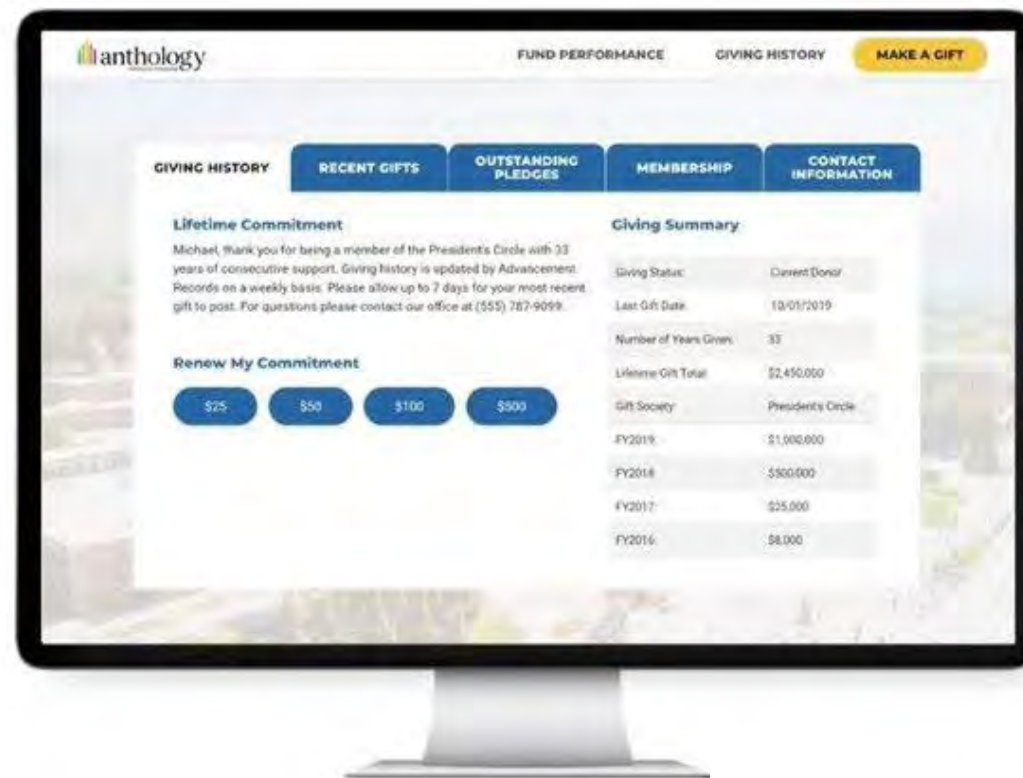
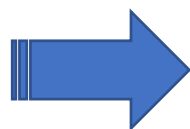
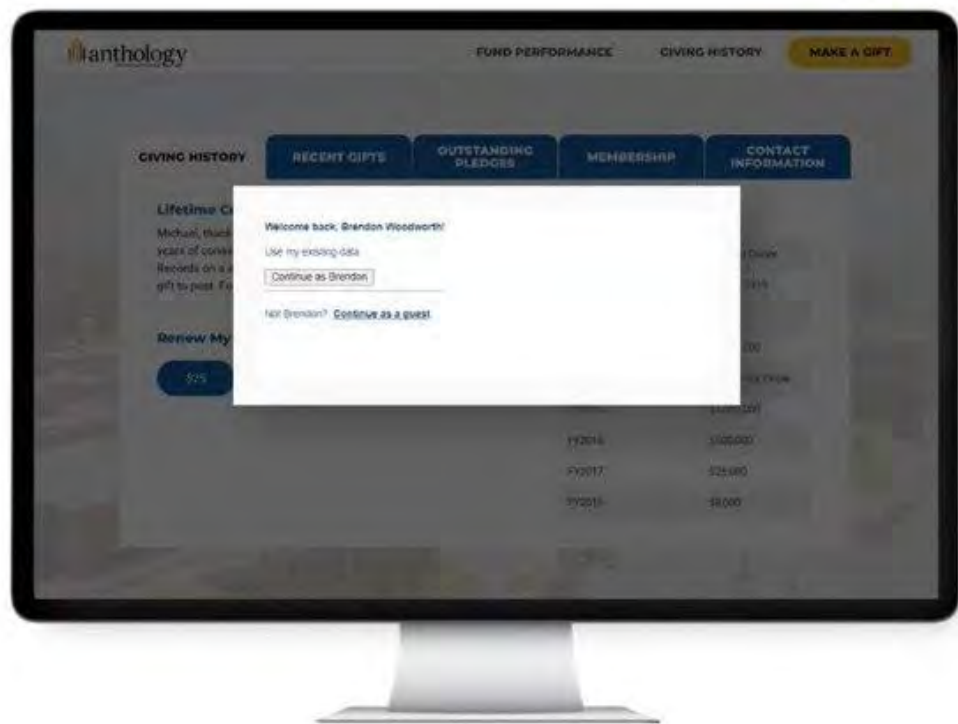
- Reoccurring payments
- Donors will be able to update profile information
- All fund designations will be available in a dropdown list
- Donors can now make gifts to multiple funds at one time



To utilize the new
portal make a gift at
giving.vsu.edu/greatergifts

Introducing the Donor Impact Report Package





Identifying the Data – Common Fields

Giving History

- Number of Years
- Consecutive Years
- Giving Society
- Total Dollars
- FY Breakdown of Dollars

Recent Giving

- Designation Name
- Designation ID
- Amount
- Date
- Match Amount

Pledges

- Designation Name
- Original Amount
- Balance
- Amount Due
- Gift Date

Other Areas

- Current Donor Status
- Ask Amounts
- Fiscal Year Breakdowns



GIVING HISTORY

Lifetime Commitment

Michael, thank you for being a member of the President's Circle with 33 years of consecutive support. Giving history is updated by Advancement Records on a weekly basis. Please allow up to 7 days for your most recent gift to post. For questions please contact our office at (555) 787-9099.

Renew My Commitment

\$25

\$50

\$100

\$500

RECENT GIFTS

OUTSTANDING PLEDGES

MEMBERSHIP

CONTACT INFORMATION

Giving Summary

Giving Status:	Current Donor
Last Gift Date:	10/01/2019
Number of Years Given:	33
Lifetime Gift Total:	\$2,450,000
Gift Society:	President's Circle
FY2019:	\$1,000,000
FY2018:	\$500,000
FY2017:	\$25,000
FY2016:	\$8,000

GIVING HISTORY

RECENT GIFTS

OUTSTANDING PLEDGES

MEMBERSHIP

CONTACT INFORMATION

Outstanding Pledges

Designation	Original Amount	Remaining Balance	Due This Fiscal Year	
Audrey Tack Memorial Scholarship	\$1,500,000	\$1,500,000	\$50,000	Make a Payment
Annual Fund	\$25,000	\$20,000	\$5,000	Make a Payment
Engineers without Borders	\$5,000	\$4,000	\$1,000	Make a Payment

*Only the most recent 10 pages are shown. For additional gift information please contact our office at (555) 787-9099.

GIVING HISTORY

RECENT GIFTS

OUTSTANDING PLEDGES

MEMBERSHIP

CONTACT INFORMATION

Most Recent Gifts v1

Designation	FY2019	FY2018	FY2017	FY2016
Engineers without Borders	\$1,000	\$500	\$0	\$0
Audrey Tack Memorial Scholarship	\$25,000	\$25,000	\$25,000	\$25,000
Annual Fund	\$5,000	\$2,000	\$1,500	\$0

*Only the most recent 10 gifts are shown. For additional gift information please contact our office at (555) 787-9099.

Most Recent Gifts v2

Designation	Amount	Gift Date	Matching Gift
Engineers without Borders	\$1,000	10/01/2019	\$1,000
Audrey Tack Memorial Scholarship	\$25,000	09/09/2019	\$25,000
Annual Fund	\$5,000	04/01/2018	\$0

GIVING HISTORY
RECENT GIFTS
OUTSTANDING PLEDGES
MEMBERSHIP
CONTACT INFORMATION

Contact Information

Name: Michael Amico
Address: 123 Sesame Street, Overland Park, Kansas 12205
Email: fake@fake.com
Phone: (518) 555-5555
Alt: (455) 495-5555

Your Degrees

BS Mechanical Engineering - 1984
 BA Fine Arts - 1984
 MS Mechanical Engineering - 1987

Company Information

Company Name: Anthology Inc.
Title: Sr. Solutions Consultant
Address: 5101 College Blvd. Leawood, Kansas 66211
Phone: (518) 555-5555

Gift Clubs

President's Circle

GIVING HISTORY
RECENT GIFTS
OUTSTANDING PLEDGES
MEMBERSHIP
CONTACT INFORMATION

Your Membership

Membership information is updated by Advancement Records on a weekly basis. Please allow up to 7 days for your most recent gift to post below. For questions please contact our office at (555) 787-9099.

Membership Stats

Membership Level	Platinum Member
Membership Status	Current
Lifetime Member	No
Purchase Price	\$100
Purchase Date	10/01/2020
Expiration	10/01/2022
Auto Renewal	Yes

Renew Today!



Office of Institutional Advancement Dashboard

As of January 30, 2023

Since 1882

	FY 2023		FY 2022			
	Dollars	Donors	Dollars	Donors	Difference Dollar	Difference Donor
Charitable	\$3,443,525.45	1446	\$3,254,822.75	1342	\$184,458.24	130
ALUMNI	845,541.90	1045	\$933,194.07	915	-\$87,652.17	130
ALUMNI ASSOC	\$11,765.00	11	\$38,550.00	10	-\$26,785.00	1
FACULTY/STAFF	\$54,512.64	76	\$97,875.92	78	-\$43,363.28	(-2)
CORP/FND/ORG	\$2,353,738.47	95	\$1,990,462.71	97	\$363,275.76	2
FRIENDS-Individuals	\$169,898.62	205	\$186,475.05	225	-\$16,176.43	(-20)
PARENTS	\$6,050.00	13	\$2,445.00	12	\$3,605.00	1
STUDENTS	\$18.82	1	\$6,420.00	5	-\$6,401.18	(-4)

	FY_2023	FY_2022	FY_2021	FY_2020
<i>Tuition Assistance Fund</i>	\$408,347.00	\$557,549.16	\$477,530.10	\$389,922.36

Two Match Campaign Opportunities Remain

31
Hours
to Give!

FOUNDER'S DAY
1882 GIVING CHALLENGE

March 22nd - March 23rd



VIRGINIA STATE UNIVERSITY

May 11th - 14th

MARK YOUR CALENDARS!

Office of Alumni Relations

UPDATE



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KEY DEFINITIONS

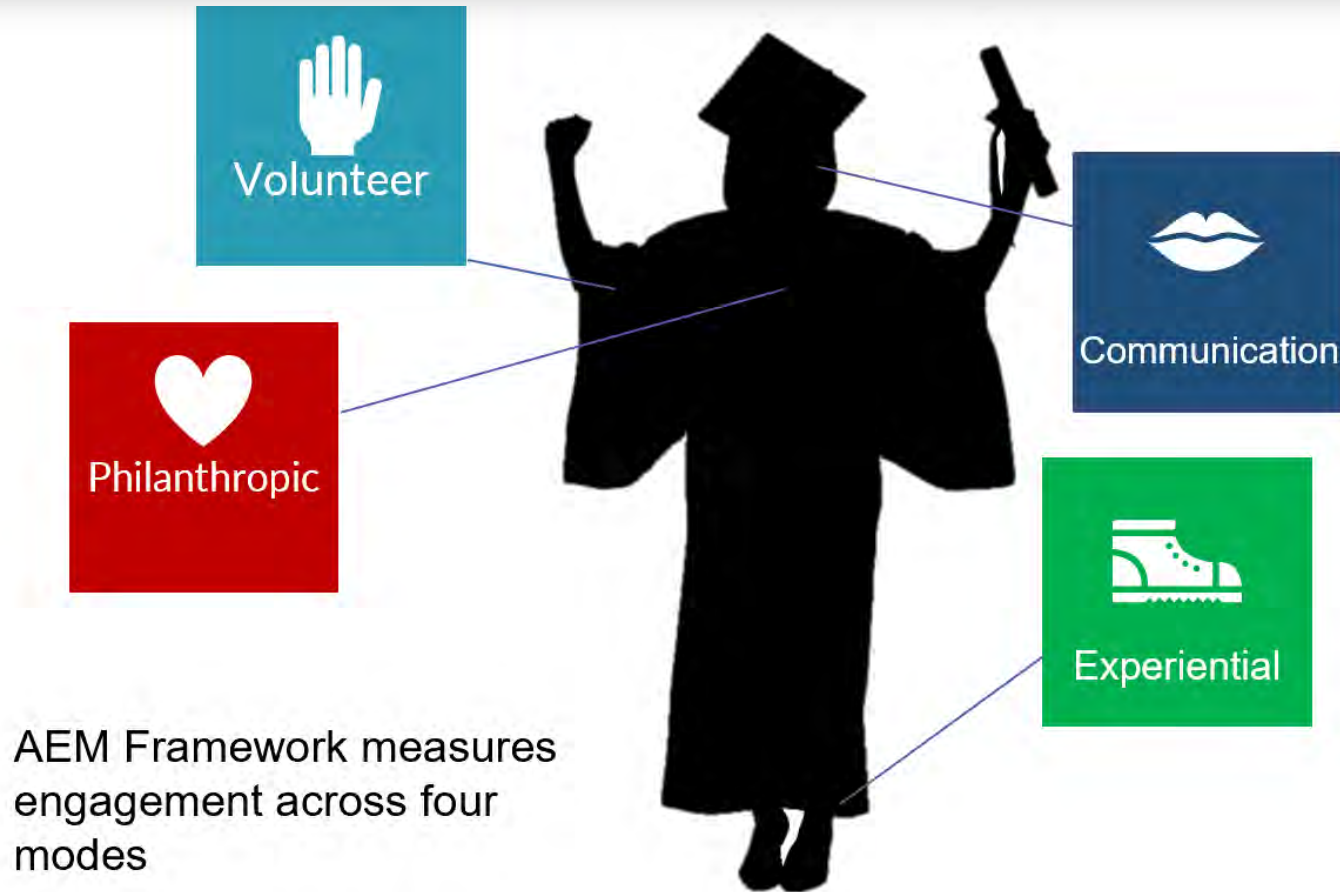
ALUMNI:

"Graduates of the institution and others with a prior academic relationship, including non-graduates, certificate and credential holders, distance learners, lifelong learners, residents, post-docs, honorary degree recipients and honorary alumni."

ALUMNI ENGAGEMENT:

"Activities that are valued by alumni, build enduring and mutually beneficial relationships, inspire loyalty and financial support, strengthen the institution's reputation and involve alumni in meaningful activities to advance the institution's mission."

Alumni Engagement Metric Framework



ALUMNI ENGAGEMENT CAMPAIGNS

- EACH TROJAN REACH A TROJAN
- VSU ONLINE ALUMNI ENGAGEMENT SURGERY
- ALUMNI LGBTQIA+ ENGAGEMENT SURGERY
- WHAT'S YOUR PRONOUN SURGERY



OUR 2022-2023 CLASS OF 10 UNDER10 RECIPIENTS

TROJAN10 UNDER10



Darius W. Edwards '13



Tytiana Christmas '20



Michael Snipes, Jr '20



Layla Brooks '19



Dante Wright '15



Hyisheem Calier '15



Macon Morgan '19



Shalyn Moore '15



Gabrielle Wilks '20



Tanequa McQueen '14



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CIAA 2023 Events

THURS
FEB
23
2023

CIAA TOURNAMENT
BALTIMORE 2023

OFFICIAL CIAA ALUMNI PARTY

FEATURING
CHUBB ROCK + DJ SKILLZ

RAMS HEAD Live!

8P - 1A

20 MARKET PL, BALTIMORE, MD 21202

Virginia State University Event Schedule CIAA 2023

The Office of Institutional Advancement will host the VSU Suite for CIAA Men's and Women's Basketball Tournament for all sessions.

February 21-25, 2023
at the CFG Bank Arena - Baltimore, MD

23 Thursday	<p>VSUAA Baltimore Metro Chapter Meet & Greet in VSU Suite 6:00 pm - 9:00 pm Sheraton Inner Harbor 300 South Charles Street, Baltimore, MD 21201</p> <p>CIAA All-Alumni Party 6:00 pm - 9:00 pm Sheraton Inner Harbor 300 South Charles Street, Baltimore, MD 21201</p>
24 Friday	<p>VSU Corporate and Donor Breakfast 9:00 am - 10:30 am Sheraton Inner Harbor 300 South Charles Street, Baltimore, MD 21201</p> <p>VSU & FSU Joint Alumni Gathering 9:00 pm - 12:00 am Sheraton Inner Harbor Harbor View Gallery</p>
25 Saturday	<p>Official VSU CIAA Alumni Meet & Greet 11:00 am - 2:30 pm Reginald F. Lewis Museum of Maryland African American History & Culture 830 E. Pratt Street, Baltimore, MD 21202</p>

THE VIRGINIA STATE UNIVERSITY OFFICE OF INSTITUTIONAL ADVANCEMENT AND THE VIRGINIA STATE UNIVERSITY ALUMNI ASSOCIATION

ALUMNI DAY PARTY

SATURDAY, FEBRUARY 25TH | 11AM-2PM

830 E PRATT ST,
BALTIMORE, MD 21202

SAVE THE DATE

MARYLAND AFRICAN AMERICAN HISTORY & CULTURE

VSU 1882

VSUAA BALTIMORE METRO CHAPTER HOST CHAPTER

Upcoming Events

You're invited to attend

Founder's Day

~Thursday, March 23, 2023~

Laying of the Wreath

at VSU Founder's Grave
8:30am

Blandford Cemetery
319 S. Crater Road, Petersburg VA

Flag Ceremony

9:30am

Front Lawn, Virginia Hall

Founder's Day Convocation

10:00am

Anderson Turner Auditorium

RSVP by contacting Franklin Johnson-Norwood, Director of Alumni Relations,
at fjohnson@vsu.edu or call 804-524-1133



Two Match Campaign Opportunities Remain

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1882 GIVING CHALLENGE
March 22nd - March 23rd

VSU
VIRGINIA STATE
Since 1882
All in for State!

VIRGINIA STATE UNIVERSITY

May 11th - 14th

MARK YOUR CALENDARS!

MISSION MOMENTS



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