

**How many years have you been
a class leader or member of the
Alumni Board of Directors?**

Wheaton Ambassadorship

Marcia Coleman Williams '72 | Alumni
Board of Directors

Allison Kerivan | Senior Associate Director,
Volunteer Management, Wheaton Fund



Sharing your “mission moment”

- **What inspires you to be a volunteer?**
- Take time to jot down a few notes or ideas on a post-it note in front of you
- Share your “mission moment” with your tablemates

Advancement Goals

- Raise a minimum of \$16M for approved initiatives
- Expand donor base through acquisition and retention in order to secure 4,000+ alumni donors
- Increase alumni engagement by at least 3% (from 21% to 24%)
- Further enhance programs to increase volunteer fundraising activity
- Continue to improve our cornerstone campus events
- Sustain Regional Engagement Strategies to continue the work that began in FY 18; assess impact on engagement numbers and fundraising results
- Continue to elevate the quality and delivery of “our story” to external constituencies
- Enhance and diversify our stewardship of donors and volunteers
- Improve the campus culture of philanthropy; increase student engagement to increase philanthropy



Supporting Wheaton

- **How can I inspire further engagement?**
- Take time to jot down a few notes or ideas on a post-it note in front of you
- Share your thoughts with your tablemates



Next steps

- **Sharing of ideas**
- Sharing Success for Creative Fundraising | 102 Room
- Class Notes 101: Tips & Best Practices | 104 Room
- Reunion Planning | 105 Room