

Faculty Senate Update University Advancement



March 5, 2026

Donor Investment: Institutional Impact

**Tom and Kathy
Sweet Bronco
Accountancy Lab**



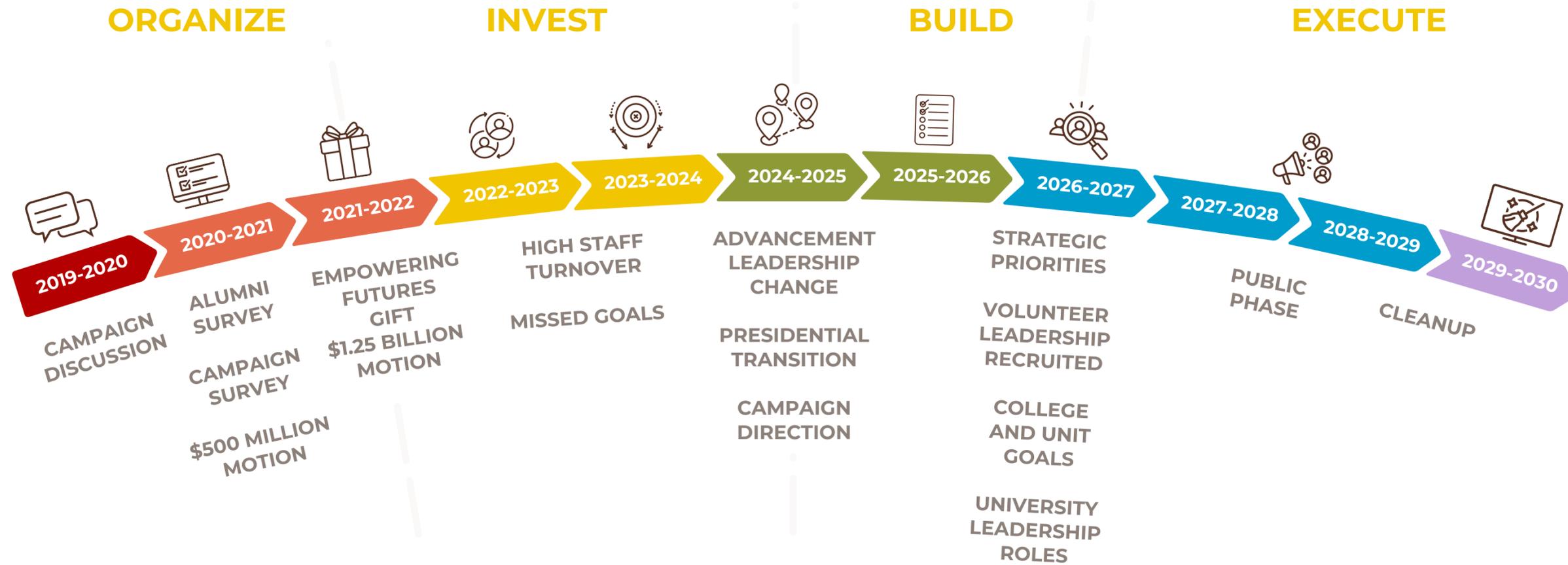
**Mark Rochon
Endowed
Philosophy
Fund**



**Dr. Joseph
Morris Endowed
Professorship
Psychology**



Western Michigan University Campaign Overview



University Advancement Goals (25-26)

1. Build out a comprehensive campaign plan.

- Raise \$55 million for 25–26.
- Develop and monitor a campaign readiness calendar.
- Identify and enlist a National Campaign Cabinet.
- Inspire campaign engagement across the campus.
- Conduct a staffing needs analysis and subsequent hiring.

2. Define and develop goals for alumni engagement.

- Increase Alumni event engagement and participation.
- Develop an Alumni communication strategy.
- Enthuse campus volunteer opportunities for Alumni.
- Assess Alumni engagement and satisfaction.
- Advance Alumni giving opportunities.

3. Define and develop goals for annual giving.

- Hire a director of Annual Giving.
- Execute annual giving strategies in partnership with Advancement Communications and Services.
- Establish metrics to measure program effectiveness.

4. Strengthen and improve internal operations.

- Develop consistent practices across all operational efforts to empower a more cohesive team.
- Identify and recognize important partnerships and collaborations within UA and across the University.
- Focus on role clarification and improved communication.
- Streamline consistency in data collection and reporting.

WMU Campaign 2026-27



Functional Area	Dollar Amount by Area	Donors
Intercollegiate Athletics	\$13,761,088.66	1,436
WMU Homer Stryker MD School of Medicine	\$3,861,413.31	222
College of Education and Human Development	\$2,174,273.84	393
College of Fine Arts	\$1,966,391.07	578
College of Arts and Sciences	\$1,321,188.28	575
Financial Aid	\$1,239,844.88	200
Haworth College of Business	\$1,079,991.24	553
College of Health and Human Services	\$727,218.49	272
WMUK - Radio Station	\$663,437.70	3,072
College of Engineering and Applied Sciences	\$615,871.84	298
Paper Technology Foundation	\$569,481.00	231
College of Aviation	\$430,863.12	135
VP Areas	\$351,830.21	230
Misc	\$333,005.20	235
Private Grants	\$269,233.55	8
Office of the President	\$238,433.51	297
Fund for Western	\$200,694.42	756
Miller Auditorium	\$91,672.30	136
Student Affairs	\$90,241.26	385
Research	\$90,000.00	3
Lee Honors College	\$86,422.75	72
Merze Tate College	\$28,066.00	105
University Libraries	\$19,191.00	88
Graduate College	\$12,425.00	29
Total	\$30,222,278.63	9,028

FY26 Total Donors and Dollars by Functional Area

**Data is from July 1, 2025 through December 31, 2025



Campaign Priorities



Campaign Progress & Fundraising Results

Campaign Gifts/Pledges To Date
January 1, 2020 to present

\$807.2M

[View Report \(Campaign Gift to Designation Type\)](#) As of Mar 5, 2026, 9:36 AM

Current FY New Gifts and Pledges
FY26 Goal: \$55M

\$41,133,798.08

FY25 Goal: \$50M
[View Report \(z.Current FY Transactions by Div./Desig.\)](#) As of Mar 5, 2026, 9:36 AM

University Advancement at WMU: Fundraising 101

Who We Are: The division responsible for building relationships, resources, and partnerships that advance WMU's mission.

Advancement Services (Data)

Alumni Engagement

**Communications &
Marketing**

Donor Relations

Annual Giving

**Corporate &
Foundation Relations**

**Gift Planning and
Principal Gifts**

Leadership and Major Gifts

Donor support fuels:

- Scholarships & Student Access.
- Research & Innovation.
- Academic Programs.
- Experiential Learning.
- Facilities & Learning Environments.
- Strategic Priorities.

Faculty play a critical role by:

- Sharing Impact.
- Connecting Donors to Purpose.
- Engaging in Stewardship.
- Championing WMU's Vision.

Relationships → Engagement → Alignment → Investment → Impact → Stewardship

Alumni Engagement Update

Mission:

Cultivate and strengthen a global Bronco community through authentic connections, inclusive experiences, and lasting relationships

Broncos Ride

Regional Alumni Events with President Kavalhuna

- Scottsdale/Tempe, AZ – This Week!
- Chicago, IL – March 14
- Denver, CO (with WMU Board of Trustees) – March 30
- Washington, DC – April 13

Bronco Spirit of Service Weekend

April 17-19

Planning Alumni-Led Volunteer Events in:

Kalamazoo, MI
Chicago, IL
Detroit, MI
Grand Rapids, MI
Charlotte, NC
Salem, OR
Dominican Republic

Campaign Counsel: BWF

Trusted strategic partner providing:

- Recommendations on campaign structure.
- Leadership, staff, and volunteer training to build capacity and alignment.
- Ongoing strategic counsel.
- Communications support, including Case for Support and Campaign Communications Plan.



Annual Giving

Leadership in Place

- Dedicated annual giving trajectory in place.
- Modern strategy aligned with institutional priorities.

Current Practices

- Comprehensive assessment of current model and donor experience.
- Identifying gaps and opportunities for improvement.

Baseline Metrics

- Benchmarks for acquisition, engagement, and retention.
- Data-driven decision-making.

Giving Day and FY27 planning

- Advancement best practices and communication segmentation.
- Targeted, audience-specific engagement.

Giving Day:

March 25, 2026

Purpose

- Demonstrates momentum and engagement.
- Mobilizes leadership donors to unlock broader participation.
- Advances institutional priorities already in cultivation.

Focus on Strategy

- Campus-wide coordination.
- Development of clear success metrics.
- Enhanced segmentation.

Call to Action

- Give!
- Activate your network.
- Share messaging.



Questions