

# WINTER DEVCAB MEETING

JANUARY 21, 2020



WASHINGTON STATE  
UNIVERSITY

ADVANCEMENT

WINTER DEVCAB MEETING

# Welcome Year-to-Date Updates

Lisa Calvert, VP of Advancement



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# FY20 MONTHLY FUNDRAISING ACTIVITY REPORT—DECEMBER 2019

	7/1/2019 through 12/31/2019	7/1/2018 through 12/31/2018	% Change
<b>Outright Gifts &amp; New Pledges</b>			
Cash	\$22,111,901	\$21,457,289	3.05%
Securities	\$4,749,620	\$1,113,317	326.62%
Real Estate	\$0	\$840,000	-100.00%
Gifts in Kind	\$314,881	\$397,871	-20.86%
Pledges - New	\$7,644,478	\$6,303,919	21.27%
<b>Total Outright Gifts &amp; New Pledges</b>	<b>\$34,820,878</b>	<b>\$30,112,396</b>	<b>15.64%</b>
<b>Planned Gifts</b>			
Irrevocable	\$239,000	\$1,360,817	-82.44%
Revocable	\$5,633,250	\$7,757,979	-27.39%
<b>Total Planned Gifts</b>	<b>\$5,872,250</b>	<b>\$9,118,796</b>	<b>-35.60%</b>
<b>Other Contributions</b>	<b>\$1,000,000</b>	<b>\$5,791,135</b>	<b>-82.73%</b>
<b>Private Grants</b>	<b>\$10,449,280</b>	<b>\$17,600,422</b>	<b>-40.63%</b>
<b>Total Philanthropic Activity Grand Total:</b>	<b>\$52,142,408</b>	<b>\$62,622,748</b>	<b>-16.74%</b>



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# Welcome New Employees

Ana Burton, Employee  
Engagement, Talent Management



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# Sreekanth Adhikarapu

Data Programmer Analyst  
Information Technology &  
Advancement Records

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509-335-7188



# Dan Campbell

Corporate & Foundation  
Relations Prospect Research  
Strategist

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## **Barb Farrell**

Office Assistant

College of Arts and Sciences

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## **Karly Gomez**

Executive Assistant

University Advancement

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## **Robert Harris**

Gray W Coordinator

Cougar Athletic Fund

[robert.n.harris@wsu.edu](mailto:robert.n.harris@wsu.edu)

509-335-8733



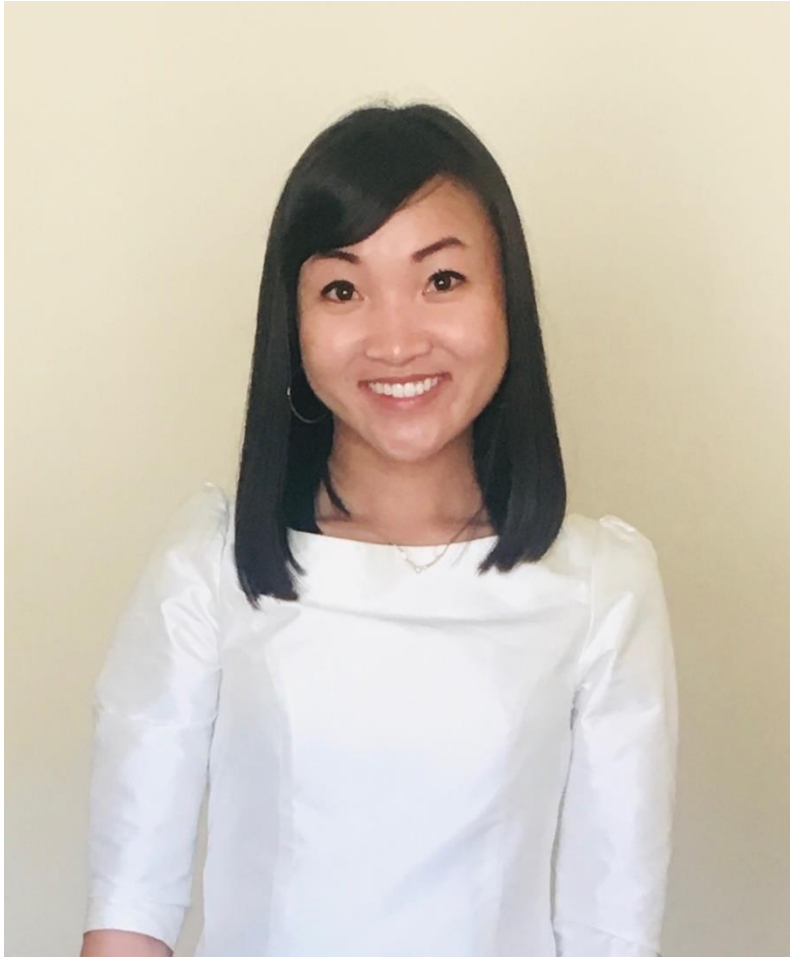
# Zach Mansee

Fiscal Analyst

Finance

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509-335-8210



## **Lelee Ounkham**

Prospect Research Strategist

Prospect Research

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# Kristina Peterson-Wilson

Associate Vice President,  
Administration

WSU Foundation

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# Karen Rasch

Director

Talent Management

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## Kayla Warren

Administrative Assistant  
CAHNRS

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## **MB Welch**

Gift Accounting Assistant

Gift Accounting

[mb.welch@wsu.edu](mailto:mb.welch@wsu.edu)

509-335-6686

# WINTER DEVCAB MEETING

JANUARY 21, 2020



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WINTER DEVCAB MEETING

# Cosmic Crisp®

## Development and Release Impact Session Panel

André Wright, Dean, CAHNRS

Kate Evans, Professor, CAHNRS

Hailey Rupp, Director, Campaign  
Communications

Victoria Miles, Senior Director,  
Principal Giving

Albert Tsui, Business Development  
Specialist, CAHNRS



*you're the  
Apple  
of our eye*





**Brett Blankenship**  
@WheatLife



Received a thoughtful gift today. A fresh [#CosmicCrisp](#) apple, developed by [@wsucahnr](#)s . What beautiful fruit! [#GoCougs!](#)



4:19 PM · Dec 3, 2019 · [Twitter for iPhone](#)

2 Retweets 44 Likes



**Brett Blankenship**  
@WheatLife



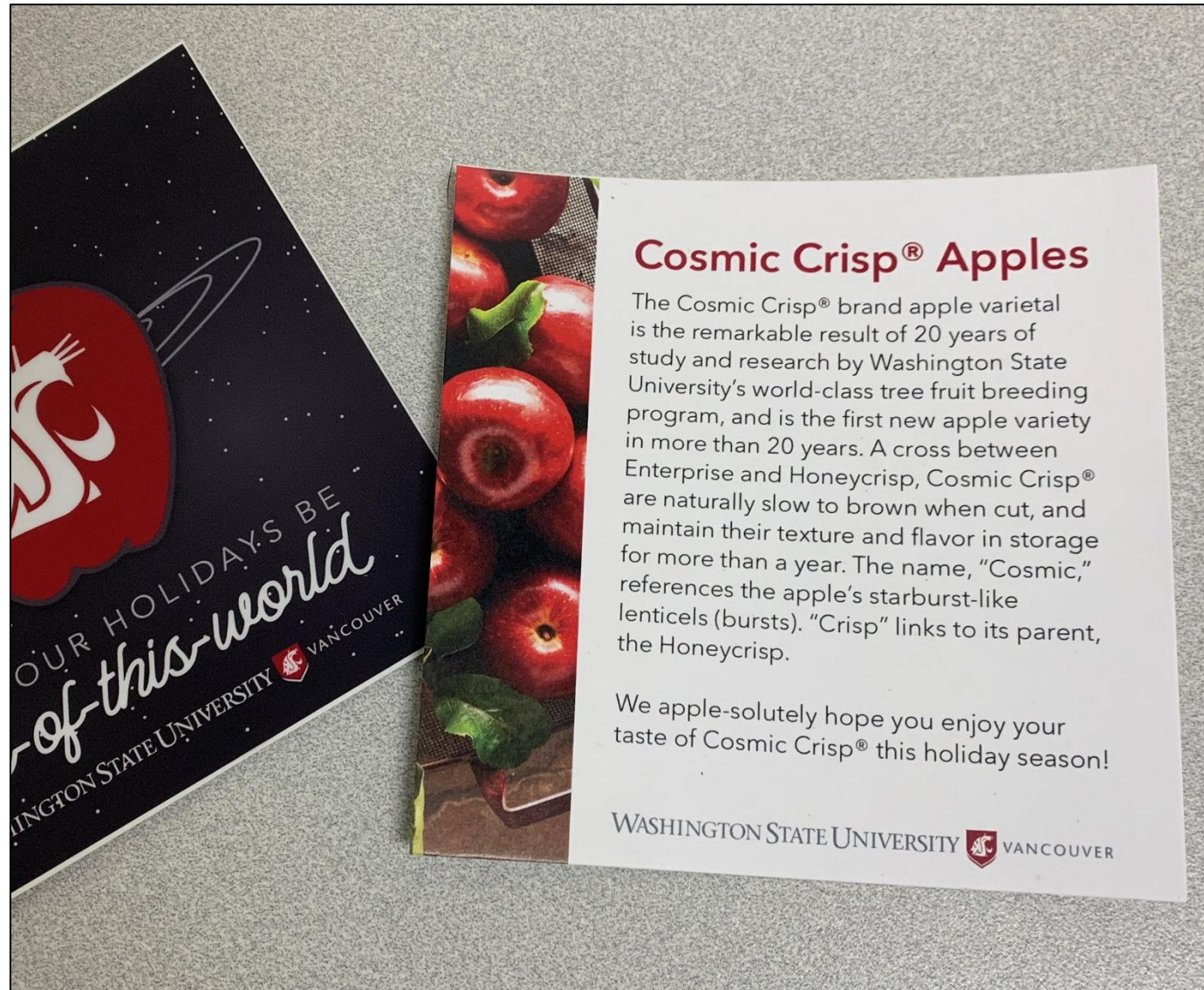
Worth a trip to the grocery: [#CosmicCrisp](#) apple from [@wsucahnr](#)s . My review: firm texture, long-lasting, not-too-sweet, and tangy, but not tart. It's a winner. [#GoCougs!](#) Thank you Washington Apple Industry. [@WSUTreeFruitExt](#)



6:56 AM · Dec 4, 2019 · [Twitter Web App](#)

4 Retweets 46 Likes







US00PP24210P3

(12) **United States Plant Patent**  
**Barritt**

(10) **Patent No.:** US PP24,210 P3  
(45) **Date of Patent:** Feb. 4, 2014

(54) **APPLE TREE NAMED 'WA 38'**

(50) Latin Name: *Malus domestica*  
Varietal Denomination: **WA 38**

(75) Inventor: **Bruce H. Barritt**, Okanagan Centre  
(CA)

(73) Assignee: **Washington State University Research  
Foundation**, Pullman, WA (US)

(\*) Notice: Subject to any disclaimer, the term of this  
patent is extended or adjusted under 35  
U.S.C. 154(b) by 93 days.

(21) Appl. No.: **13/385,545**

(22) Filed: **Feb. 23, 2012**

(65) **Prior Publication Data**

US 2013/0227750 P1 Aug. 29, 2013

(51) **Int. Cl.**  
*A01H 5/00* (2006.01)

(52) **U.S. Cl.**  
USPC ..... **Plt/161**

(58) **Field of Classification Search**  
USPC ..... Plt/161, 170  
See application file for complete search history.

(56) **References Cited**

U.S. PATENT DOCUMENTS

PP7,197 P \* 3/1990 Luby et al. .... Plt/161

\* cited by examiner

*Primary Examiner* — Howard Locker

(74) *Attorney, Agent, or Firm* — Morrison & Foerster LLP

(57) **ABSTRACT**

A new and distinctive variety of a *Malus domestica* apple tree,  
named 'WA 38' that is distinguished by its intense and nearly  
full color, internal indices that are different than its parents,  
and its long common storage life.

**4 Drawing Sheets**

**1**

Latin name of the genus and species of the claimed plant:  
Botanical/commercial classification: *Malus domestica*/apple  
tree.

Varietal denomination: 'WA 38'.

**BACKGROUND OF THE INVENTION**

The invention refers to a new plant variety of apple tree  
(*Malus domestica*) named 'WA 38'. This new variety is distinguished  
by its intense and nearly full color, internal indices that are different  
than its parents, and its long common storage life.

'WA 38' originated as a single seedling from a cross of the  
patented varieties 'Enterprise' (U.S. Plant Pat. No. 9,193) and  
'Honeycrisp' (U.S. Plant Pat. No. 7,197) in Year 1. The germinated  
seedling was grown in a greenhouse at Wenatchee, Wash. In  
September of Year 2, 'WA 38' was chip budded onto 'M9' rootstock  
and the resulting tree was planted in the evaluation orchard at  
Douglas County, Wash. in the spring of Year 5. Fruit from this  
originally budded tree were observed in Year 7 and Year 8 and  
due to the unique fruit quality traits, 'WA 38' was selected and  
second generation trees were made by chip budding onto M9  
rootstock in the fall of Year 8. Second generation trees were  
planted at three locations in Washington State near Chelan,  
Douglas County, Wash.; near East Wenatchee, Douglas County,  
Wash.; and near Basin City, Franklin County, Wash. A comparison  
of second generation trees against the originally budded tree,  
including trunk, branches, leaves, flowers, and fruit; showed them  
to be essentially the same and stable over the years checked  
(Years 12, 13, 14, and 15).

**SUMMARY OF THE INVENTION**

The 'WA 38' apple tree variety exhibits exceptionally long  
storage life in common storage. 'WA 38' loses little of its

**2**

crispness, sugar, and acid following five months of storage,  
whereas that of its parents declines considerably. The appearance  
of 'WA 38' fruit is nearly full color and has an intensity that is  
unique among other apple varieties of the same season. Like both  
its parents (i.e., 'Enterprise' and 'Honeycrisp'), 'WA 38' is  
heterozygous for the ASC1 gene and homozygous for the ACO1  
gene, both of which are involved in ethylene production. These  
genes confer low ethylene production, which in turn affects  
storage life. The ACS1 and ACO1 genotypes were determined  
using the method described in Zhu and Barritt (2008). The  
harvest maturity of 'WA 38' is approximately three weeks later  
than that of the parental variety 'Honeycrisp', and approximately  
three weeks earlier than that of the parental variety 'Enterprise'.  
Additionally, the combination of fruit appearance and internal  
eating qualities of the fruit of 'WA 38' is distinctly different  
than that of the parental varieties 'Honeycrisp' and 'Enterprise'.

**BRIEF DESCRIPTION OF THE DRAWINGS**

FIG. 1. View of the dormant stage of 'WA 38' originally  
budded tree.

FIG. 2. View of blossoms from the originally budded tree  
of 'WA 38'.

FIG. 3. View of typical 'WA 38' originally budded tree fruit  
at harvest maturity.

FIG. 4. View comparing harvest mature fruit of 'WA 38'  
(top row), and its parents 'Enterprise' (center row), and  
'Honeycrisp' (bottom row).

**DETAILED BOTANICAL DESCRIPTION**

The following detailed description, except for description  
of fruit, is from the 'WA 38' originally budded tree grown at  
Orondo, Douglas County, Wash. The 'WA 38' tree was 11  
years old when measurements were taken. The USDA hardi-

# United States of America

United States Patent and Trademark Office

## COSMIC CRISP

**Reg. No. 5,330,199**

**Registered Nov. 07, 2017**

**Int. Cl.: 31**

**Trademark**

**Principal Register**

Washington State University (WASHINGTON STATE AGENCY)  
Lighty 280/286, Po Box 641060  
Pullman, WASHINGTON 991641060

CLASS 31: Fruits, namely, fresh or raw apples; living trees, namely, commercial apple trees

FIRST USE 1-27-2016; IN COMMERCE 1-27-2016

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR.

No claim is made to the exclusive right to use the following apart from the mark as shown:  
"CRISP"

SER. NO. 86-728,604, FILED 08-18-2015



*Joseph Matol*

Performing the Functions and Duties of the  
Under Secretary of Commerce for  
Intellectual Property and Director of the  
United States Patent and Trademark Office



WINTER DEVCAB MEETING

# Cosmic Crisp®

## Development and Release Impact Session Panel

André Wright, Dean, CAHNRS

Kate Evans, Professor, CAHNRS

Hailey Rupp, Director, Campaign  
Communications

Victoria Miles, Senior Director,  
Principal Giving

Albert Tsui, Business Development  
Specialist, CAHNRS



WINTER DEVCAB MEETING

# Advancement Update

Lead Director of Development Engagement

Devon Anderson, Senior Director  
of Development, VCEA

George Keegan, SAVP, Constituent  
Development Units

Jennifer Miltenberger, AVP,  
WSU Vancouver



# LEAD DIRECTOR OF DEVELOPMENT ENGAGEMENT

- Development leads coming together for regular meetings
- Venue to discuss
  - Relevant information
  - Professional development opportunities
  - Campaign information
  - Removing obstacles and providing resources
- Goal is to build camaraderie and a unified team





WINTER DEVCAB MEETING

# Advancement Update

Gift Use Agreement Templates

April Johnson, Senior Director of  
Development, Edward R. Murrow  
College of Communication

Jon Thorsen, SAVP, Finance,  
Operations, and Services

# GIFT USE AGREEMENT TEMPLATES

- Donor-friendly language (less legalese and administrative details)
- Simplified Background section
- Pledge schedule incorporated—no need for a second document
- Clearer procedural language

## **SPECIAL THANKS TO...**

*Everyone who attended GUA sessions at previous DevCab meetings, whose suggestions were incorporated into the final versions; and the GUA Team, the Attorney General's Office, Finance, and outside counsel!*





WINTER DEVCAB MEETING

# Advancement Update

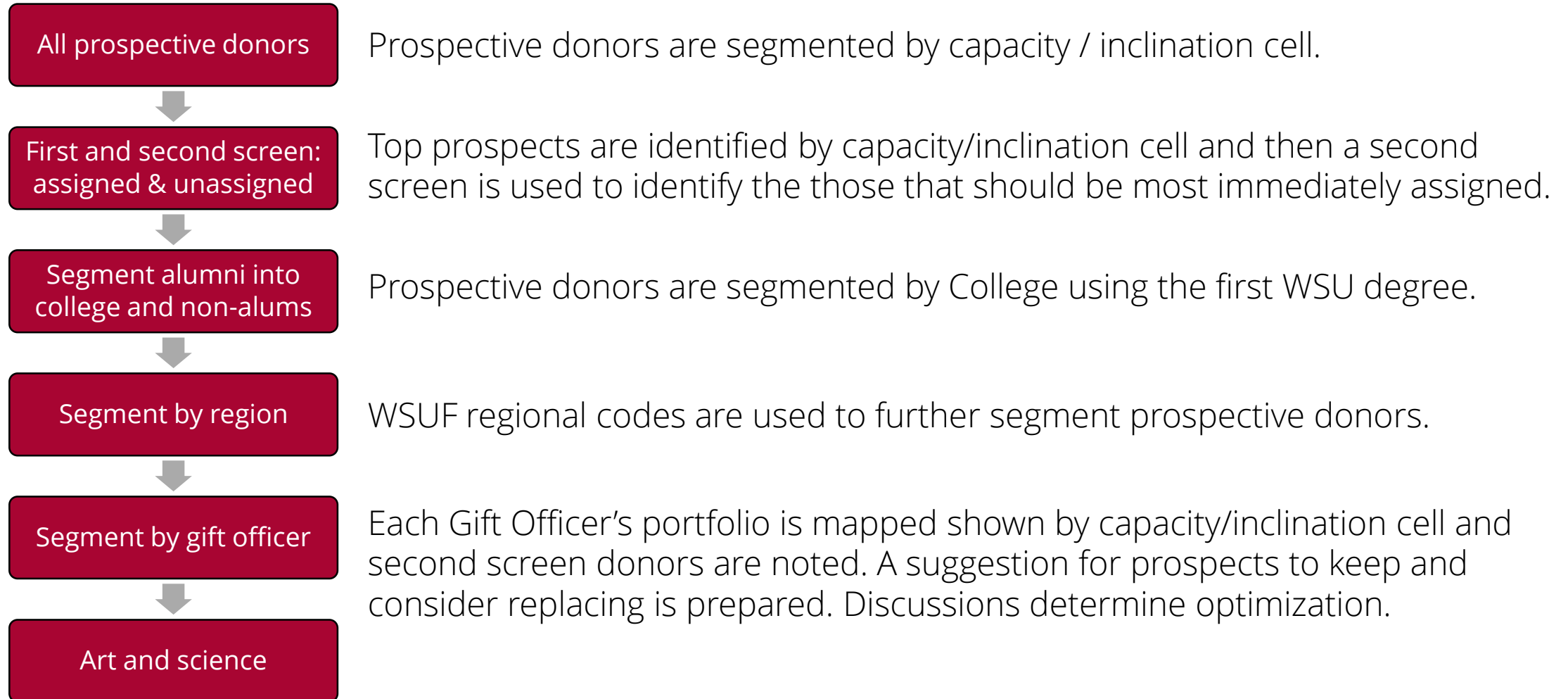
Portfolio Optimization

George Keegan, SAVP, Constituent  
Development Units

Alexa Makhani, Assistant Director,  
Prospect Research

Jason Roesler, Director,  
Prospect Research


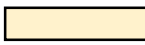

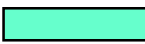

# OPTIMIZATION PROCESS



# 474.4K INDIVIDUAL PROSPECTIVE DONOR RECORDS & WORKING PRIORITIZATION

All Individuals					
# Prospects					
Exact Near Capacity	No Gift Last 10 Yrs	Gave 1st 5 Yrs only	Gave 2nd 5 Yrs only	Gave 1st 5 & 2nd 5 Yrs	TTL
	1	2	3	4	
\$1Mil+	142	42	32	73	289
\$500k-\$999.9k	178	37	52	92	359
\$250k-\$499.9k	472	129	117	201	919
\$100k-249.9k	2,513	597	488	1,137	4,735
\$50k-\$99.9k	8,377	2,021	1,391	2,966	14,755
\$25k-49.9k	24,842	5,995	3,939	7,231	42,007
\$10k-\$24.9k	54,079	13,835	9,709	12,410	90,033
\$1-\$9.9k	118,151	38,104	38,264	20,831	215,350
M: N/A	92,711	6,049	6,391	805	105,956
TTL	301,465	66,809	60,383	45,746	474,403
On Target					20,545
% Total					4%
Last 10 Yrs Giving					
Exact Near Capacity	No Gift Last 10 Yrs	Gave 1st 5 Yrs only	Gave 2nd 5 Yrs only	Gave 1st 5 & 2nd 5 Yrs	TTL
	1	2	3	4	
\$1Mil+	\$0	\$1,734,207	\$1,269,218	\$63,507,008	\$66,510,433
\$500k-\$999.9k	\$0	\$207,232	\$1,458,018	\$12,421,526	\$14,086,776
\$250k-\$499.9k	\$0	\$253,530	\$1,074,686	\$12,677,381	\$14,005,596
\$100k-249.9k	\$0	\$1,401,043	\$3,157,684	\$28,875,891	\$33,434,618
\$50k-\$99.9k	\$0	\$1,592,880	\$1,774,005	\$21,050,521	\$24,417,406
\$25k-49.9k	\$0	\$1,958,297	\$2,578,752	\$19,954,136	\$24,491,185
\$10k-\$24.9k	\$0	\$2,658,520	\$3,235,969	\$15,381,173	\$21,275,662
\$1-\$9.9k	\$0	\$3,607,446	\$3,843,112	\$10,800,122	\$18,250,680
M: N/A	\$0	\$36,071,785	\$20,006,292	\$44,098,749	\$100,176,826
TTL	\$0	\$49,484,940	\$38,397,735	\$228,766,507	\$316,649,182
% Gifts		16%	12%	72%	


Strategy: focus first on recent and frequent donors with capacity—4% of prospective donors

-  Principal Gifts:
-  AVP
-  Major Gift Top Priority
-  Major Gift 2<sup>nd</sup> Priority
-  Top Priority Research

Rationale: 72% of cash gifts over a decade came from recent and frequent donors



# CURRENTLY ASSIGNED & UNASSIGNED PROSPECTS ACROSS WSU

**All Individuals - Assigned** 

# Prospects	Exact Near Capacity	No Gift Last 10 Yrs	Gave 1st 5 Yrs only	Gave 2nd 5 Yrs only	Gave 1st 5 & 2nd 5 Yrs	TTL
	1	2	3	4		
\$1Mil+	14	8	9	47	78	
\$500k-\$999.9k	12	8	7	60	87	
\$250k-\$499.9k	31	16	21	109	177	
\$100k-249.9k	68	56	57	506	687	
\$50k-\$99.9k	69	59	57	732	917	
\$25k-49.9k	74	61	83	742	960	
\$10k-\$24.9k	52	33	44	279	408	
\$1-\$9.9k	46	26	50	161	283	
M: N/A	34	1	20	2	57	
<b>TTL</b>	<b>400</b>	<b>268</b>	<b>348</b>	<b>2,638</b>	<b>3,654</b>	
On Target					2,579	
% of Assigned					71%	

Currently assigned off target: 1,075

Following the current prioritization strategy, 71% of assigned prospects are on target and 1,075 could be replaced by 17,968 unassigned prospects:

- 83 Principal Gift prospects
- 169 AVP prospects
- 3,392 top priority Major Gift prospects
- 14,324 second priority Major Gift prospects

**All Individuals - Not Assigned**

# Prospects	Exact Near Capacity	No Gift Last 10 Yrs	Gave 1st 5 Yrs only	Gave 2nd 5 Yrs only	Gave 1st 5 & 2nd 5 Yrs	TTL
	1	2	3	4		
\$1Mil+	128	34	23	26	211	
\$500k-\$999.9k	166	29	45	32	272	
\$250k-\$499.9k	441	113	96	92	742	
\$100k-249.9k	2,445	541	431	631	4,048	
\$50k-\$99.9k	8,308	1,962	1,334	2,234	13,838	
\$25k-49.9k	24,768	5,934	3,856	6,489	41,047	
\$10k-\$24.9k	54,027	13,802	9,665	12,131	89,625	
\$1-\$9.9k	118,105	38,078	38,214	20,670	215,067	
M: N/A	92,677	6,048	6,371	803	105,899	
<b>TTL</b>	<b>301,065</b>	<b>66,541</b>	<b>60,035</b>	<b>43,108</b>	<b>470,749</b>	
On Target					18,771	

**WSUF has 3.6k strong prospects and another 14.3k secondary prospects and a way to prioritize assignment.**



All Individuals					
#Prospects					
Capacity	No Gift Last 10 Yrs	Gave 1st 5 Yrs only	Gave 2nd 5 Yrs only	Gave 1st 5 & 2nd 5 Yrs	TTL
	1	2	3	4	
\$1Mil+	0	12	13	55	80
\$500k-\$999.9k	0	3	15	69	87
\$250k-\$499.9k	0	9	25	119	153
\$100k-249.9k	0	37	53	505	595
\$50k-\$99.9k	0	39	58	621	718
\$25k-49.9k	0	31	71	509	611
\$10k-\$24.9k	0	30	57	196	283
\$1-\$9.9k	0	13	30	86	129
M: N/A	0	164	77	138	379
TTL	0	338	399	2,298	3,035

Individuals - Assigned					
#Prospects					
Capacity	No Gift Last 10 Yrs	Gave 1st 5 Yrs only	Gave 2nd 5 Yrs only	Gave 1st 5 & 2nd 5 Yrs	TTL
	1	2	3	4	
\$1Mil+	0	5	9	44	58
\$500k-\$999.9k	0	1	5	52	58
\$250k-\$499.9k	0	2	13	90	105
\$100k-249.9k	0	9	29	357	395
\$50k-\$99.9k	0	6	18	347	371
\$25k-49.9k	0	5	27	224	256
\$10k-\$24.9k	0	1	6	47	54
\$1-\$9.9k	0	0	4	10	14
M: N/A	0	0	10	2	12
TTL	0	29	121	1,173	1,323

Individuals - Not Assigned					
#Prospects					
Capacity	No Gift Last 10 Yrs	Gave 1st 5 Yrs only	Gave 2nd 5 Yrs only	Gave 1st 5 & 2nd 5 Yrs	TTL
	1	2	3	4	
\$1Mil+	0	7	4	11	22
\$500k-\$999.9k	0	2	10	17	29
\$250k-\$499.9k	0	7	12	29	48
\$100k-249.9k	0	28	24	148	200
\$50k-\$99.9k	0	33	40	274	347
\$25k-49.9k	0	26	44	285	355
\$10k-\$24.9k	0	29	51	149	229
\$1-\$9.9k	0	13	26	76	115
M: N/A	0	164	67	136	367
TTL	0	309	278	1,125	1,712

# BUILD A SECOND SCREEN TO NARROW OUR FOCUS

*Donors giving \$5k in a single year or giving \$2.5k in a single year AND gave in five of the last 10 years*

This identifies 3,035 donors or 1% of the Individuals on the database. Those donors contributed \$257.2M or 81% of the \$316.6M contributed by individuals to WSU over the last decade.

1,323 of donors identified in the second screen are currently assigned and 1,712 are not yet assigned.

**This second screen provides a way to further prioritize prospective donors.**





# INDIVIDUALS BY REGION

## ALL INDIVIDUALS

Individuals by Region			
	Total Number		
	Total	Assigned	Not Assigned
Pullman	33,139	205	32,934
Spokane	44,697	469	44,228
Tri-Cities	58,306	451	57,855
Vancouver	40,113	427	39,686
WSU West	131,108	1,360	129,748
Other Region	49,649	495	49,154
N/A	117,391	247	117,144
<b>Total</b>	<b>474,403</b>	<b>3,654</b>	<b>470,749</b>

WSU has pockets of prospective donors around each regional campus.

## SECOND SCREEN

Individuals by Region			
	Total Number		
	Total	Assigned	Not Assigned
Pullman	324	104	220
Spokane	365	204	161
Tri-Cities	359	187	172
Vancouver	169	93	76
WSU West	874	498	376
Other Region	299	153	146
N/A	645	84	561
<b>Total</b>	<b>3,035</b>	<b>1,323</b>	<b>1,712</b>

WSU has unassigned prospective donors that meet the second screen criteria and are therefore strong prospects and have primary addresses around each regional campus.



# IRA ROLLOVER QUALIFIED CHARITABLE DISTRIBUTION (QCD)

- Reminders
  - IRA administrator to issue check to the WSU Foundation by 12/31
  - IRAs with check writing privileges—check must **clear the bank by 12/31**
  - Donor not allowed to make a gift from IRA by March 31<sup>st</sup> to count as prior year gift for tax purposes
  - Send QCD to WSUF Gift Planning Office (not unit, not response envelope)



# IRA ROLLOVER QUALIFIED CHARITABLE DISTRIBUTION (QCD)

- **New!** SECURE Act
  - Individuals no longer need to take RMD at 70 ½, now at 72
  - QCD/IRA Rollover still allowed at 70 ½—\$100,000 max/individual/year
  - Non-spouse beneficiaries must now take distributions within 10 years
- All will be discussed in detail along with new Legacy Associate reports and coding at upcoming Gift Planning training



# WINTER DEVCAB MEETING

JANUARY 21, 2020



WASHINGTON STATE  
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WINTER DEVCAB MEETING

# Interactive Session

Stop, Collaborate and Listen

**MODERATED BY:**

**Ana Burton**, Employee  
Engagement, Talent Management

**Hailey Rupp**, Director,  
Campaign Communications



**STOP,  
COLLABORATE  
AND LISTEN.**





WINTER DEVCAB MEETING

# Interactive Session

Stop, Collaborate and Listen

HONORS COLLEGE:  
Opportunities for Pre-Med  
Students

Linda Infranco, Director of  
Development, Honors College



# HONORS COLLEGE— OPPORTUNITIES FOR PRE-MED STUDENTS

- Pre-Med Freshmen Seminar – Honors 198
  - Designed for incoming freshmen students who are interested in pursuing careers in medicine
- Summer Research Opportunities in Spokane
  - For pre-med students wanting to take part in summer research experiences in Spokane alongside ESFCOM faculty



# HONORS COLLEGE— OPPORTUNITIES FOR PRE-MED STUDENTS

- Pathway Program
  - The Pathway program is focused on admitting highly qualified WSU Honors College students who fit the mission, vision and goals of the Elson S. Floyd College of Medicine
  - In addition to receiving additional mentoring, Pathway students attend workshops and engage in a variety of research opportunities. Application opens in February 2020; interviews take place in May
  - Pathway aligns with the mission of the Honors College and the land-grant mission of Washington State University





WINTER DEVCAB MEETING

# Interactive Session

Stop, Collaborate and Listen

EDWARD R. MURROW COLLEGE  
OF COMMUNICATION:  
Rural Journalism &  
Communication

April Johnson, Senior Director of  
Development, Edward R. Murrow  
College of Communication



**“An urgent need to protect the news media.** Only 13 percent of the world’s population benefits from a free press, and press freedom continues to drop. That's why [philanthropy must do more](#) to promote quality, independent, and investigative journalism.”

*-Stephen King, head of Luminare in Chronicle of Philanthropy, May 2, 2019, “How Philanthropy Can Preserve Press Freedom.”*



# RURAL JOURNALISM & COMMUNICATION

- News Deserts, Misinformation and More
- Murrow and WSU Strengths/Assets
  - Expertise and Research, Academia and NWPB
  - WSU Extension and Land-Grant Mission
  - New partnership with UW Center for an Informed Public
  - Career-Ready and Citizen-Ready
- Philanthropic Opportunities
  - Research, including sustainable business and distribution models
  - Pilot projects and evaluation
  - Rural Journalism Plunge





WINTER DEVCAB MEETING

# Interactive Session

Stop, Collaborate and Listen

**WSU VANCOUVER:**  
Second Chance Scholarship

Liz Becker, Development  
Coordinator, WSU Vancouver

Jennifer Miltenberger, AVP,  
WSU Vancouver





## Scholarship Stats

- 91 percent have graduated.
- 2 students are currently enrolled.
- 240K have been awarded.
- Since 2009, only NINE students have not finished their degrees.....yet.

## Goal

- Increase the endowment to \$3M in five years to award approximately \$100 - \$120K in support.

## Call to Action

- Need assistance in soliciting and identifying more donors.
- Could this be a framework for colleges/campuses system wide to support students at any location?





**STOP,  
COLLABORATE  
AND LISTEN.**





WINTER DEVCAB MEETING

# Looking Forward

#CougsGive 2020

Jess Billings, Director,  
Annual Giving

Dave Hoyt, Art Director,  
WSU Foundation

Camille Vaughn, Development  
Coordinator, Edward R. Murrow  
College of Communication

# #COUGSGIVE 2020

- Countdown: **98 days** to #CougsGive Giving Day 2020!
  - April 29, 2020
  - Midnight ET to Midnight PT
  - 27 hours
- A look ahead
  - Onboarding & training roll-out
  - Our giving day brand & 2020 theme *with Dave Hoyt*





**cougs give**

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APRIL 10, 2019  
cousgive.wsu.edu  
#CougsGive



## GRAPHICS SET



APRIL 10

**Your Generosity  
Unlocks Our Future!**  
**Where will you give  
on CougsGive?**

[cousgiving.wsu.edu](http://cousgiving.wsu.edu)



[cousgiving.wsu.edu](http://cousgiving.wsu.edu)  
#CougsGive

APRIL 10, 2019

Hello and Welcome to CougsGive 2019!

**CougsGive** is a one-day event celebrating the dedication of WSU's many generous donors—**LIKE YOU**. On April 10, 2019, Cougs will come together and give to student success initiatives, share their stories and memories, and celebrate the impact of donor support on the WSU student experience.

**How can you make a difference during CougsGive?**

- We hope you enjoy these party packs and use them to celebrate your involvement in CougsGive. **We couldn't do it without you!**
- You can start **today** by becoming a Cougar Ambassador! Visit [cousgiving.wsu.edu](http://cousgiving.wsu.edu) and sign up using your email or Facebook login. We've also provided our Cougar Ambassador Fact Sheet if you have any questions about ambassadorship.
- Share why you give to WSU by using your unique ambassador link through social media, email, phone calls, or texts. You can challenge friends to donate, express your passion for WSU, and tell everyone where you'll be giving on CougsGive!
- Go to [cousgiving.wsu.edu](http://cousgiving.wsu.edu), look for the page of the department that you are choosing to support, and **please make your gift on April 10!**

Thank you for taking part in CougsGive. And of course...**GO COUGS!**

Sincerely,  
CougsGive Steering Committee

Please contact [annual.giving@wsu.edu](mailto:annual.giving@wsu.edu) with questions about CougsGive.

WASHINGTON STATE  UNIVERSITY

**PARTY PACK LETTER**



Subject: Save The Date: #CougsGive '19  
Teaser: Let's set another record on April 10, 2019!



**Mark your calendar, the fifth annual #CougsGive day of giving is just one month away!**

On **April 10, 2019**, Cougs from around the country will come together to celebrate and advance Washington State University's mission to provide a unique, transformational student experience.

Since 2015, generous donors like you have joined in during #CougsGive to contribute nearly \$1.5 million in support of student success. Last year's event was the single largest day of giving in WSU's history! With your help, we want to set another record on April 10.

You can help today by **visiting [cougsgive.wsu.edu](https://cougsgive.wsu.edu), signing up to be a Cougar Ambassador**, and helping to share the message of giving. Peer support is the key to a successful day—in 2018, one in five gifts was directly inspired by Ambassador sharing!

**We all know Cougar Pride is unmatched.** On April 10, 2019, please join us in celebrating WSU and giving to support the next generation of Cougs!

 [COUGSGIVE.WSU.EDU](https://cougsgive.wsu.edu)

WASHINGTON STATE UNIVERSITY  FOUNDATION

Bottom Link URL: [https://cougsgive.wsu.edu/giving-day/12954?utm\\_source=wsu&utm\\_medium=email&utm\\_campaign=cg-031019](https://cougsgive.wsu.edu/giving-day/12954?utm_source=wsu&utm_medium=email&utm_campaign=cg-031019)

# HTML AND EMAIL SIGNATURES



VIDEO SCREENS





# UNIT BANNERS

---

**FUND YOUR PASSION**

APRIL 10  **cougsgive**

**SUPPORT STUDENT SUCCESS**

APRIL 10  **cougsgive**

**FUND YOUR PASSION**

APRIL 10  **cougsgive**

**SUPPORT STUDENT SUCCESS**

APRIL 10  **cougsgive**

**SUPPORT STUDENT SUCCESS**

APRIL 10  **cougsgive**

**FUND YOUR PASSION**

[cougsgive.wsu.edu](http://cougsgive.wsu.edu)

**SUPPORT STUDENT SUCCESS**

[cougsgive.wsu.edu](http://cougsgive.wsu.edu)

[cougsgive.wsu.edu](http://cougsgive.wsu.edu)

**APRIL 10**  **cougsgive**

[cougsgive.wsu.edu](http://cougsgive.wsu.edu)

**APRIL 10**  **cougsgive**

[cougsgive.wsu.edu](http://cougsgive.wsu.edu)

**APRIL 10**  **cougsgive**

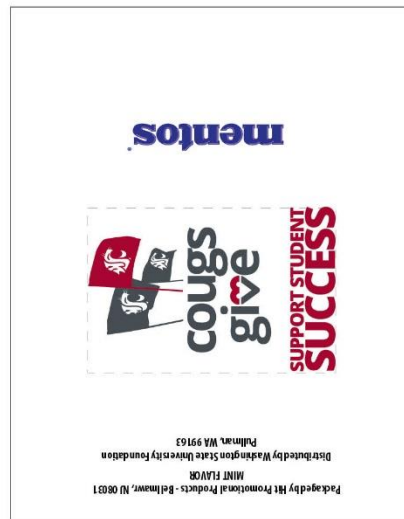
[cougsgive.wsu.edu](http://cougsgive.wsu.edu)

**APRIL 10**  **cougsgive**

**MEMES**



## DAY OF MEMES



Roll Labels- 2" Circle Stickers on White High Gloss Paper



14" Latex Balloons - 5 7/8" diameter

## PROMO ITEMS



### SUPPORT STUDENT SUCCESS

cougs give APRIL 10

GIVE NOW

After a little more than a year on Seattle's school board, Zachary DeWolf announces City Council campaign

Sound Transit is taking over the downtown transit tunnel. What are its plans for the vacant Westlake Station kiosk? new 6:00 am

Officials have vowed to overhaul Washington state's mental health system. Will they succeed? new 6:00 am

New Seattle homeless shelters got more people into housing, but many missed the mark. new 6:00 am

2 found dead after car goes over embankment, hits tree in Nisqually Updated 5:56 am

REI reports more sales, income, and members — but also higher costs. (And it still needs a new CEO). VIEW

Marco Gonzales goes to 4-0 as Mariners double up Kansas City, improve to 11-2



Douglas Hathaway, a volunteer with Books to Prisoners, packages a book for mailing. The Washington Department of Corrections recently banned nonprofits from mailing used books to inmates, citing a rise in contraband. (Ellen M. Banner / The Seattle Times)

**Local Politics**  
**Corrections officials' claims of contraband in used books mailed to Washington inmates doesn't add up**

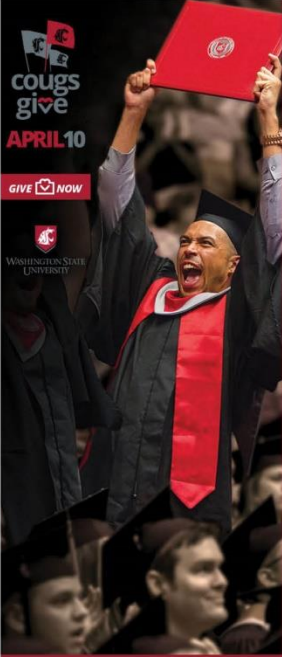
Defending a ban last week that it has since walked back, the state Department of Corrections cited 17 instances last year involving contraband. But information provided to The Times shows only three of those instances involved contraband hidden in books. new 6:00 am

**Officials quietly banned prisoners from receiving used books through the mail. Outcry is now drawing concern in Olympia.**  
**Washington's top prison official vows to make sure inmates can still get used books**

### FUND YOUR PASSION

cougs give APRIL 10

GIVE NOW



FUND YOUR PASSION cougs give APRIL 10 LEARN MORE WASHINGTON STATE UNIVERSITY

### SUPPORT STUDENT SUCCESS

cougs give APRIL 10

GIVE NOW

FUND YOUR PASSION cougs give APRIL 10 GIVE NOW WASHINGTON STATE UNIVERSITY

cougs give APRIL 10 LEARN MORE WASHINGTON STATE UNIVERSITY

cougs give APRIL 10 GIVE NOW WASHINGTON STATE UNIVERSITY

### FUND YOUR PASSION

cougs give APRIL 10

GIVE NOW

cougs give APRIL 10 LEARN MORE WASHINGTON STATE UNIVERSITY

### SUPPORT STUDENT SUCCESS

cougs give APRIL 10

GIVE NOW

cougs give APRIL 10 LEARN MORE WASHINGTON STATE UNIVERSITY

### FUND YOUR PASSION

cougs give APRIL 10

GIVE NOW

cougs give APRIL 10 LEARN MORE WASHINGTON STATE UNIVERSITY



**cougsgive**

**APRIL10**

**TOMORROW,**  
*Cougs from all over the world  
 will come together to fund their  
 passions and support student  
 success initiatives at WSU.*

You make the difference.

**Learn more:**  
[cougsgive.wsu.edu](http://cougsgive.wsu.edu)



April 9



**cougsgive**

**APRIL10**

**Fund Your Passion  
 TODAY.**

*Join us as we celebrate the  
 impact of donor support on  
 the WSU student experience.*

**The first 500 students get a free t-shirt!**  
**Terrell Mall**  
**11:30 a.m.-1:30 p.m.**

You make the difference.

**Make your gift at**  
[cougsgive.wsu.edu](http://cougsgive.wsu.edu)



April 10

**EVERGREEN ADS**



TOWN CENTRE BANNER



ALUMNI, PARENTS, FRIENDS, FACULTY, STAFF, AND STUDENTS PARTICIPATED



ALUMNI DONORS BY DECADE (as a percentage)



1952-2023 Donor class years represented



cougs give APRIL 10



58

COLLEGES, SCHOOLS, & PROGRAMS SUPPORTED



1952-2023 Grad years represented



cougs give APRIL 10

## WRAP-UP INFOGRAPHICS







**What if...**

*...I can inspire other veterans to follow their dreams?*



**What if...**

*...I can be the best on the field and in the classroom?*



**What if...**

*...my research could end climate change?*



**What if...**

*...I can inspire the next generation to go to college?*



**What if...**

*...I didn't have to pay for college?*



**cougs give**

# #COUGSGIVE 2020

- What Now?
  - Priority funds
  - Storytelling
  - Sponsored giving day challenges *with Camille Vaughn*
  - **New!** CougsGive Help Desk (to launch this week)





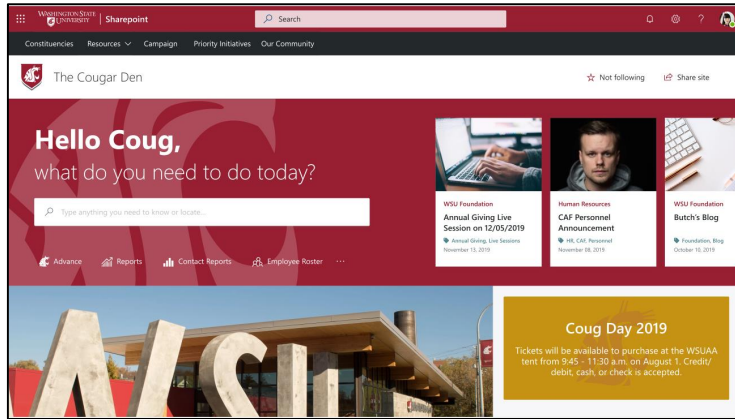
WINTER DEVCAB MEETING

# Looking Forward

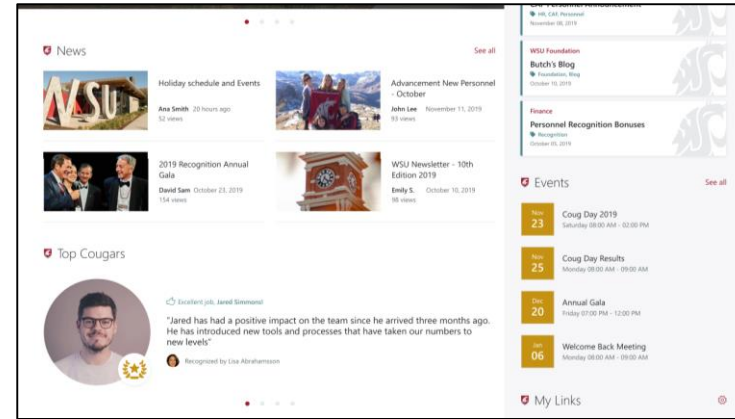
The NEW SharePoint:  
Advancement Intranet Preview

Turner McCulley, Acting Director of  
Technology, WSU Foundation IT

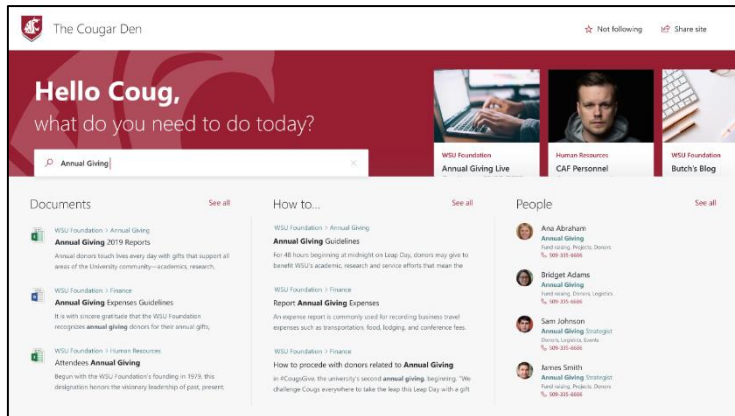
# MEET THE NEW INTRANET



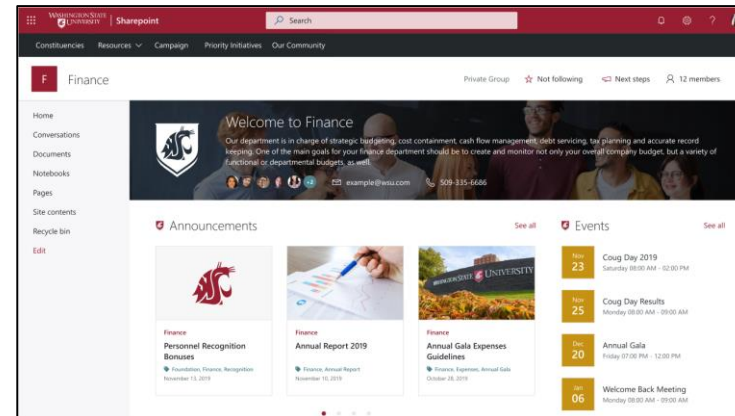
## MODERN DESIGN



## INFORMATION & NEWS



## INFORMATION DISCOVERY



## PRODUCTIVITY & SHARING



# The Cougar Den

Not following Share site

# Hello Coug,

what do you need to do today?

Type anything you need to know or locate...

- Advance
- Reports
- Contact Reports
- Employee Roster
- ...



**WSU Foundation**  
**Annual Giving Live Session on 12/05/2019**  
 Annual Giving, Live Sessions  
 November 13, 2019



**Human Resources**  
**CAF Personnel Announcement**  
 HR, CAF, Personnel  
 November 08, 2019



**WSU Foundation**  
**Butch's Blog**  
 Foundation, Blog  
 October 10, 2019



## Coug Day 2019

Tickets will be available to purchase at the WSUAA tent from 9:45 - 11:30 a.m. on August 1. Credit/debit, cash, or check is accepted.

## News

[See all](#)



### Holiday schedule and Events

Ana Smith 20 hours ago  
52 views



### Advancement New Personnel - October

John Lee November 11, 2019  
93 views



### 2019 Recognition Annual Gala

David Sam October 23, 2019  
154 views



### WSU Newsletter - 10th Edition 2019

Emily S. October 10, 2019  
98 views

## Top Cougars



Excellent job, Jared Simmons!

"Jared has had a positive impact on the team since he arrived three months ago. He has introduced new tools and processes that have taken our numbers to new levels"

Recognized by Lisa Abrahamsson

CAF Personnel Announcement  
November 08, 2019

### WSU Foundation

Butch's Blog  
Foundation, Blog  
October 10, 2019

### Finance

Personnel Recognition Bonuses  
Recognition  
October 05, 2019

## Events

[See all](#)

Nov 23  
Coug Day 2019  
Saturday 08:00 AM - 02:00 PM

Nov 25  
Coug Day Results  
Monday 08:00 AM - 09:00 AM

Dec 20  
Annual Gala  
Friday 07:00 PM - 12:00 PM

Jan 06  
Welcome Back Meeting  
Monday 08:00 AM - 09:00 AM

## My Links





# Hello Coug, what do you need to do today?

🔍 Annual Giving



WSU Foundation  
Annual Giving Live



Human Resources  
CAF Personnel



WSU Foundation  
Butch's Blog

## Documents

See all



WSU Foundation > Annual Giving

### Annual Giving 2019 Reports

Annual donors touch lives every day with gifts that support all areas of the University community—academics, research,



WSU Foundation > Finance

### Annual Giving Expenses Guidelines

It is with sincere gratitude that the WSU Foundation recognizes **annual giving** donors for their annual gifts,



WSU Foundation > Human Resources

### Attendees Annual Giving

Begun with the WSU Foundation's founding in 1979, this designation honors the visionary leadership of past, present,

## How to...

See all

WSU Foundation > Annual Giving

### Annual Giving Guidelines

For 48 hours beginning at midnight on Leap Day, donors may give to benefit WSU's academic, research and service efforts that mean the

WSU Foundation > Finance

### Report Annual Giving Expenses

An expense report is commonly used for recording business travel expenses such as transportation, food, lodging, and conference fees.

WSU Foundation > Finance

### How to proceed with donors related to Annual Giving

in #CougsGive, the university's second **annual giving**, beginning. "We challenge Cougs everywhere to take the leap this Leap Day with a gift

## People

See all



Ana Abraham

Annual Giving

Fund raising, Projects, Donors

📞 509-335-6686



Bridget Adams

Annual Giving

Fund raising, Donors, Logistics

📞 509-335-6686



Sam Johnson

Annual Giving Strategist

Donors, Logistics, Events

📞 509-335-6686



James Smith

Annual Giving Strategist

Fund raising, Projects, Donors

📞 509-335-6686

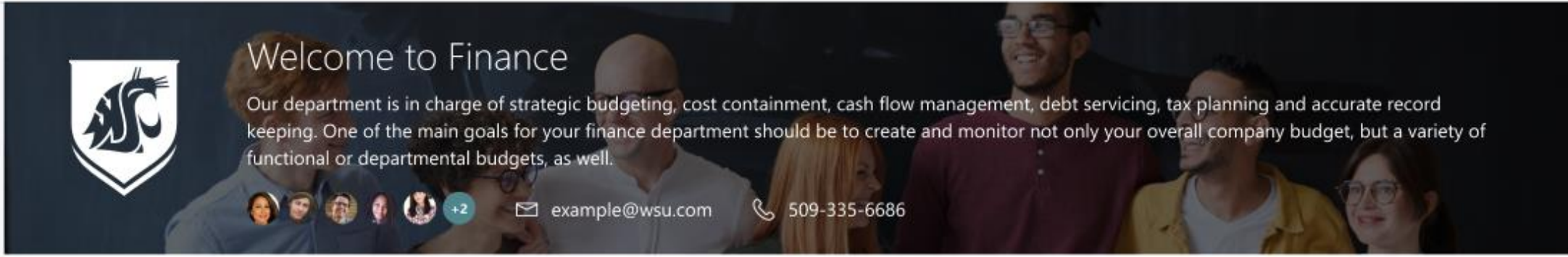
See all results



# F Finance

Private Group Not following Next steps 12 members

- Home
- Conversations
- Documents
- Notebooks
- Pages
- Site contents
- Recycle bin
- Edit



## Welcome to Finance

Our department is in charge of strategic budgeting, cost containment, cash flow management, debt servicing, tax planning and accurate record keeping. One of the main goals for your finance department should be to create and monitor not only your overall company budget, but a variety of functional or departmental budgets, as well.

example@wsu.com 509-335-6686

### Announcements

See all

### Events

See all



**Finance**  
**Personnel Recognition Bonuses**  
Foundation, Finance, Recognition  
November 13, 2019



**Finance**  
**Annual Report 2019**  
Finance, Annual Report  
November 10, 2019



**Finance**  
**Annual Gala Expenses Guidelines**  
Finance, Expenses, Annual Gala  
October 28, 2019

- Nov 23 **Coug Day 2019**  
Saturday 08:00 AM - 02:00 PM
- Nov 25 **Coug Day Results**  
Monday 08:00 AM - 09:00 AM
- Dec 20 **Annual Gala**  
Friday 07:00 PM - 12:00 PM
- Jan 06 **Welcome Back Meeting**  
Monday 08:00 AM - 09:00 AM

# WHAT'S NEXT?

- Watch out for a naming survey
- Content specialists wanted!
- 8-12 month timeline

Questions?

Contact me at [turner.mcculley@wsu.edu](mailto:turner.mcculley@wsu.edu)

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Missy Lee

Dawn Gauthier

Nikki LeBlanc

Emi Dickens

Sam Scott

Hailey Rupp

Tara Howe

Jason Roesler

Taylor Eylar

Jennifer

Theresa Boyer

Miltenberger

Trevor Durham





WINTER DEVCAB MEETING

# Looking Forward

Talent Management

Karen Rasch, Director,  
Talent Management

# TALENT MANAGEMENT TEAM SUPPORT

- Talent acquisition
- Talent management



# IN CLOSING...

- Foundation board governance
- Sustainable budget and funding model
- Strategic talent retention and recruitment
- DevCab reactions and survey





SAVE THE DATE

# SPRING DEVCAB MEETING

APRIL 7, 2020



WASHINGTON STATE  
UNIVERSITY

ADVANCEMENT