Participation Matters

October 2014
What is Participation?

• **Participation can be defined as:**
The act of making a financial (or in-kind) gift to Wellesley in a given fiscal year (July 1- June 30).

• **Participation represents:**
Percentage of alumnae who make a financial gift — *of any amount* — to Wellesley during the fiscal year.

• **Participation measured by:**
Number of donors divided by the alumnae base.
For FY15, the alumnae base is **30,859**.

• **Participation fact:**
Every gift that counts toward participation matters – *regardless of size*.
Participation matters because:
Each gift made by an alum is a vote of confidence for Wellesley
Why Does Participation Matter?

Participation matters because:
it’s used to determine school rankings which influences:

» Wellesley College’s ongoing applications and admissions
» Wellesley alumnae graduate school applications
» Wellesley alumnae employment
Why Does Participation Matter?

Participation matters because:
The money raised is immediately put to work to keep Wellesley strong for today—and tomorrow.
What Counts toward Participation?

Gifts made to:

• The Wellesley Fund
  Unrestricted, Current-Use Financial Aid, Iconic Wellesley, etc.

• The Friends Groups
  Art, Athletics, Library, Botanic Gardens

• Restricted Gifts
  Albright Institute, Alumnae Hall Renovation, Hillel, Wellesley Centers for Women, etc.
What Counts toward Participation?

What Does Not Count

- Students’ Aid Society
- Societies
  TZΕ, ΖΑ, ΦΣ, Shakespeare, etc.
- Class Dues
- Club Dues
- Reunion Class Spirit Funds
- Book Awards
- The Wellesley Magazine
Participation Results and Goals

Alumnae Participation Goals and Results FY12-FY14

<table>
<thead>
<tr>
<th>Year</th>
<th>Goal</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY12</td>
<td>47.0%</td>
<td>44.5%</td>
</tr>
<tr>
<td>FY13</td>
<td></td>
<td>49.4%</td>
</tr>
<tr>
<td>FY14</td>
<td></td>
<td>50.0%</td>
</tr>
</tbody>
</table>
Alumnae Participation Goals and Results FY12-FY14

Highest rate of participation since 2002!

- **FY12**: Goal - 47.0%, Result - 44.5%
- **FY13**: Goal - 49.4%, Result - 45.5%
- **FY14**: Goal - 50.0%, Result - 53.4%
How Wellesley Stacks Up

<table>
<thead>
<tr>
<th>College</th>
<th>FY2014 Participation Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Middlebury</td>
<td>55.0%</td>
</tr>
<tr>
<td>Williams</td>
<td>60.0%</td>
</tr>
<tr>
<td>Bowdoin</td>
<td>59.3%</td>
</tr>
<tr>
<td>Wellesley</td>
<td>53.4%</td>
</tr>
<tr>
<td>Amherst</td>
<td>54.6%</td>
</tr>
<tr>
<td>Carleton</td>
<td>47.0%</td>
</tr>
<tr>
<td>Claremont McKenna</td>
<td>40.0%</td>
</tr>
</tbody>
</table>
FY2015 Goals:
55 percent participation
16,972 alumnae donors
FY 2014 Participation Results

- All Alumnae: 53.4%
- All Volunteers: 86.3%
- WCAA Board: 100%

www.wellesley.edu/alum
Every Volunteer Leader can and should be an Intentional Ambassador to help raise Wellesley’s Participation Rate

» Make a gift yourself – be an inspiration to others!
» Educate others on the importance of giving
» Clarify what does and doesn’t count

- Club, Class, Admissions, and Group volunteers: Focus on how many give

- Wellesley Fund Representatives: Focus on how many give and how much is raised
Thank you!

Questions/comments?
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