

DRAFT

Hazo W. Carter, Jr., Ed.D: "EVERYONE will have an opportunity to contribute to the success of this campaign."

\$12.5 Million Campaign includes the following responsibilities:

I. Campaign Chairman

Organization of leadership responsibilities will include alumni, community leaders and other friends of WVSU, faculty, staff, and students

- A. Institutional Planning and Advancement
- B. Coordinate Philanthropic Strategy - Dr. Carter
Campaign Coordination
- C. Campaign Priorities
 - 1. Cultivation/Stewardship and Special Events
 - 2. Major Gifts
 - 3. Planned Gifts
 - 4. Alumni Relations
 - 5. Affinity Groups
 - 6. Foundations/Grants
 - 7. Annual Fund
- D. Special Appointment: Dr. Rowley
- E. Records Management of Contributions and Gifts

NOTE: Marketing and Public Relations: coordinate through the WVSU Communications Committee

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WEST VIRGINIA STATE UNIVERSITY PATHWAYS TO THE FUTURE: THE CAMPAIGN FOR STUDENT ACCESS AND STUDENT SUCCESS

FUND RAISING INITIATIVES*

*UNDERGRADUATE AND ACADEMIC SCHOLARSHIPS	\$4	MILLION
*GRADUATE FELLOWSHIP SUPPORT	\$1.25	MILLION
*STUDENT PRESIDENTIAL SCHOLARSHIPS	\$1	MILLION
*STUDENT LEADERSHIP DEVELOPMENT PROGRAMS	\$1	MILLION
*FIRST GENERATION FINANCIAL SUPPORT	\$1.5	MILLION
*ASSISTANCE FOR STUDENT ACADEMIC PROGRAMS	\$1.25	MILLION
*FACULTY AND STAFF DEVELOPMENT PROGRAMS	\$2.5	MILLION
	TOTAL	\$12.5 MILLION

Note: Contributions will be secured for the annual fund which is an ongoing process

*President's Proposal to the WVSU Board of Governors