



Greater Happens Here

# External Relations & Institutional Advancement Update

**Dr. Willis W. Walter, Vice President External  
Relations and Inst. Advancement**

**April 23, 2026**



# Annual Donor Donations

As of April 11, 2025

	FY 2026		FY 2025		FY Differences	
	Dollars	Donors	Dollars	Donors	Dollars	Donors
<b>Grand Total</b>	<b>\$5,087,660.86</b>	<b>2,159</b>	<b>\$3,995,562.87</b>	<b>2,000</b>	<b>\$1,092,097.99</b>	<b>159</b>
<b>ALUMNI</b>	<b>\$1,319,189.35</b>	<b>1,410</b>	<b>\$986,726.54</b>	<b>1,257</b>	<b>\$332,462.81</b>	<b>153</b>
<b>ALUMNI ASSOC</b>	<b>\$97,458.00</b>	<b>12</b>	<b>\$38,143.00</b>	<b>9</b>	<b>\$59,315.00</b>	<b>3</b>
<b>CORP/FDN/ORG</b>	<b>\$3,263,572.98</b>	<b>123</b>	<b>\$2,570,478.90</b>	<b>141</b>	<b>\$693,094.08</b>	<b>-18</b>
<b>FACULTY &amp; STAFF</b>	<b>\$107,477.36</b>	<b>102</b>	<b>\$64,477.41</b>	<b>70</b>	<b>\$42,999.95</b>	<b>32</b>
<b>FRIENDS/INDVLS</b>	<b>\$295,457.32</b>	<b>481</b>	<b>\$328,227.02</b>	<b>488</b>	<b>-\$32,769.70</b>	<b>-7</b>
<b>PARENTS</b>	<b>\$3,595.00</b>	<b>14</b>	<b>\$3,085.00</b>	<b>13</b>	<b>\$510.00</b>	<b>1</b>
<b>STUDENTS</b>	<b>\$910.85</b>	<b>17</b>	<b>\$4,425.00</b>	<b>22</b>	<b>-\$3,514.15</b>	<b>-5</b>



# F R E E W I L L

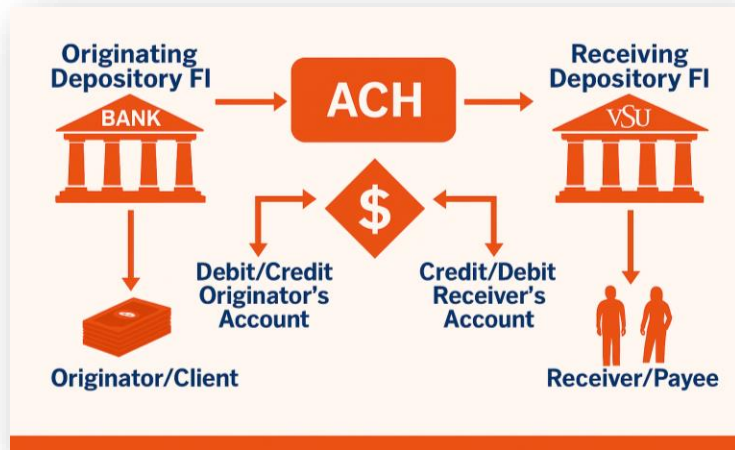
06/30/2025- Present



- 500 Touchpoints
- \$225,000 Pledged with VSU as Primary Beneficiary
- ~\$100,000 Secondary Beneficiary
- Gift Amounts Range from \$5k-\$150K
- Age Range: 36-68

# Other Major Gifts & Pledges

## ACH



- Continuous Pledge of \$1,200
- ACH and Payroll deduction donors  
Monthly Totals \$3,167.00 (once a month)
- Some Payroll deductions are twice a month with an approximate total of \$2,510.00 for each pay period.
- Yearly Total (June 30<sup>th</sup>) – approx. **\$60,240**



Greater Happens Here

## Office of Government Relations Update

**Eldon Burton**  
**Special Assistant to the President &**  
**Associate Vice President for Government Relations**

**April 23, 2026**



# General Assembly

## House vs Senate Budget

\$25M for VSU HBCU Partnership

\$2M for Replace ERP Systems

\$1.8M Affordable Access

\$1.35M DHCD for Aquaponics

At this time, there is no final budget in place. The General Assembly will reconvene on April 23rd to complete budget negotiations.

The House position currently includes approximately \$50 million in funding HBCU Partnerships and will serve as the baseline as the budget enters conference negotiations.

Pushed for increases in Financial Aid to reduce the financial fragility of our students



# The Beginning

“Positioning VSU as the Commonwealth’s Best Investment”



Challenge the Messaging  
Student Support Services

Aging Infrastructure  
First Building online under Abdullah was  
MPC (2016)

Underinvestment from the State  
Operating Budget for (212) was \$70M

Pushed for increases in Financial Aid to  
reduce the financial fragility of our  
students



Greater Happens Here



# Delivering Results

“A Decade of Investment, Growth, and Brand Elevation”

“Investment”



“Growth”



“Telling Our Story”





# Leveraging Success

“Advancing VSU’s Comprehensive Campaign”





Greater Happens Here

## **Office of Alumni Engagement and Advancement Services Update**

**Franklin Johnson-Norwood**

**Assistant Vice President for Alumni  
Engagement and Advancement Services**

**April 23, 2026**

APRIL 2026

### REVENUE

\$259,434.14 from 480 gifts.  
*\*Excludes pledges*

### OUTREACH

6,362 personalized outbound messages sent since launch

- 6,170 texts
- 192 emails

### ENGAGEMENT

283 responses received since launch, building meaningful connections with donors

www.version2.ai

## VANESSA S. UPSHAW, VIRGINIA STATE UNIVERSITY

**V2 Launch: 10/16/25**

**Portfolio Summary:**

This portfolio centers on recent donors who've given \$250–\$4,999 in the past few years, positioning the VEO to renew, upgrade, and steward mid-level support. A secondary segment (≈100–200) includes recent graduates—prior campus leaders or highly connected students—who need light-touch cultivation amid competing post-grad distractions. We're also incorporating first-time donors from the July giving day to convert early enthusiasm into repeat, sustainable giving.





# Scaling Donor Stewardship with Data, Storytelling, and Digital Innovation





Old Paper  
Endowment Report



New Digital  
Personalized Endowment Report



# The Big Picture: Modernizing Donor Stewardship & Digital Transformation



Meaningful  
Engagement



Compelling  
Content



Personalized  
Interactions

**Automated PURLs:** Generate personalized digital donor reports at scale

**Digital Experience:** Deepens donor connection

**Patented Analytics:** heat maps, time-on-page data, and actions reveal exactly how each donor engages — enabling smarter follow-up.



# Personalized Endowment Report



Mobile-responsive, animated charts, gifs, flipping panes, and one-click giving buttons

View iFOLIO



[Endowment Report Preview](#)



# Alumni Weekend 2026



## VIRGINIA STATE UNIVERSITY ALUMNI WEEKEND 2026 MAY 14 -16 - GOLDEN CLASS 1976 SILVER CLASS 2001

*Celebrating Classes Ending in 1's & 6's*

### Thursday, May 14

5:00 pm - 8:00 pm **Trojan Welcome Back BBQ**  
Back Lawn of Foster Hall \$65.00

### Friday, May 15

9:00 am - 11:00 am **VSUAA Annual Meeting**  
Gateway Dining & Event Center (1st Floor)

12:00 pm - 2:00 pm **President's Luncheon and 1's & 6's Reunion Celebration**  
Gateway Dining & Event Center (2nd Floor) \$70.00

2:00 pm - 2:30 pm **1's & 6's Class Pictures**  
Gateway Dining & Event Center (2nd Floor)

2:45 pm - 4:30 pm **Campus & Randolph Farm Tour**  
Bus will pick up and drop off at Gateway Dining & Event Center

5:00 pm - 8:00 pm **The Trojan Derby**  
Back Lawn of Foster Hall \$95.00

### Saturday, May 16

**Spring 2026 Commencement**  
VSU Multi-Purpose Center

9:00 am - 12:00 pm **Golden Class of 1976**

2:00 pm - 4:00 pm **Silver Class 2001**



**Registration Deadline**  
**Friday, May 1, 2026**



TORCG



# Comprehensive Campaign Best Practice



- Major and principal gifts
- Corporate and foundation giving
- Government Relations Advocacy
- Alumni & Planned Giving
- State Approved Capital & General Funds

**New Goal: 2032**



# Key Performance Indicators Development Objectives



Category	2026 VSU Ranking	Increase From 2025
Best HBCUs (Nationally)	11 <sup>th</sup>	↑ 12 Spots
Regional Universities (South)	42 <sup>nd</sup>	↑ 15 Spots
Top Public Schools (South)	20 <sup>th</sup>	↑ 7 Spots
Best Value Schools (South)	28 <sup>th</sup>	↑ 3 Spots

Source: 2026 U.S. News & World Report



## Philanthropic Growth and Resource Development:

- Achieve **\$10M+** annually double annual giving.
- Annual dollars raised (all sources): **\$8M by 2027 → \$9–10M by 2030 → \$11–12M by 2032**
- Year-over-year growth: **15–25% annually during quiet and early public phases**
- New donors acquired annually: **+8–12% net growth**
- Donor retention rate: **60–70% overall; 75% major donors**
- Funds aligned to strategic priorities: **≥80% designated to scholarships, STEM, facilities, and endowment**



# Key Performance Indicators Corporate/Foundation Objectives



## Corporate/Foundation Performance (Benchmark):

- Corporate/foundation giving comprised **~65–70% of total philanthropy**; secured multiple multi-million-dollar gifts.
- Active corporate and foundation partners: **30–50 by 2030**
- Multi-year commitments secured: **8–12 by 2032**
- Annual corporate/foundation dollars: **\$5–7M by mid-campaign; \$8–10M by 2032**
- Grant and corporate proposal success rate: **30–40% (competitive benchmark)**
- Cross-functional partnerships: **≥2 active partnerships per academic college**

# THE GREATER SCHOLARSHIP GALA

## GALA UPDATE

- ✦ Fundraiser
- ✦ Sponsors
- ✦ General Information

*The Virginia State University Foundation  
Cordially Invites You To*

### THE GREATER SCHOLARSHIP GALA

SATURDAY  
APRIL  
25  
2026

7:00 PM UNTIL

*Celebrating and Honoring*  
President  
**MAKOLA M. ABDULLAH, Ph.D.**  
*"10 Years of GREATER Leadership at Virginia State University"*

Featuring a Full Concert by  
**Boyz II Men**

Dinner & Dancing  
Formal Attire

Virginia State University Multi-Purpose Center  
20809 2nd Ave, Petersburg, VA 23803

*For Tickets/Information Visit*  
[www.VSU.edu/2026Gala](http://www.VSU.edu/2026Gala)



# Key Performance Indicators Alumni Objectives



**RECORD  
BREAKING  
GIVING TUESDAY**  
Amount Raised  
**\$278,206.29**  
Anonymous Donor  
Dollar For Dollar Match  
For A Total Of  
**\$556,412.58**

## Alumni Engagement Growth KPIs:

- Alumni donor participation rate: Increase to **12–15% by 2032**
- Alumni donor retention: **≥65% annually**
- Annual alumni giving revenue: **\$3–4M by campaign close**
- Planned gifts documented: **50–75 new commitments**
- Alumni serving as ambassadors, mentors, or advisors: **150+ engaged volunteers**



# Key Performance Indicators Operational Objectives

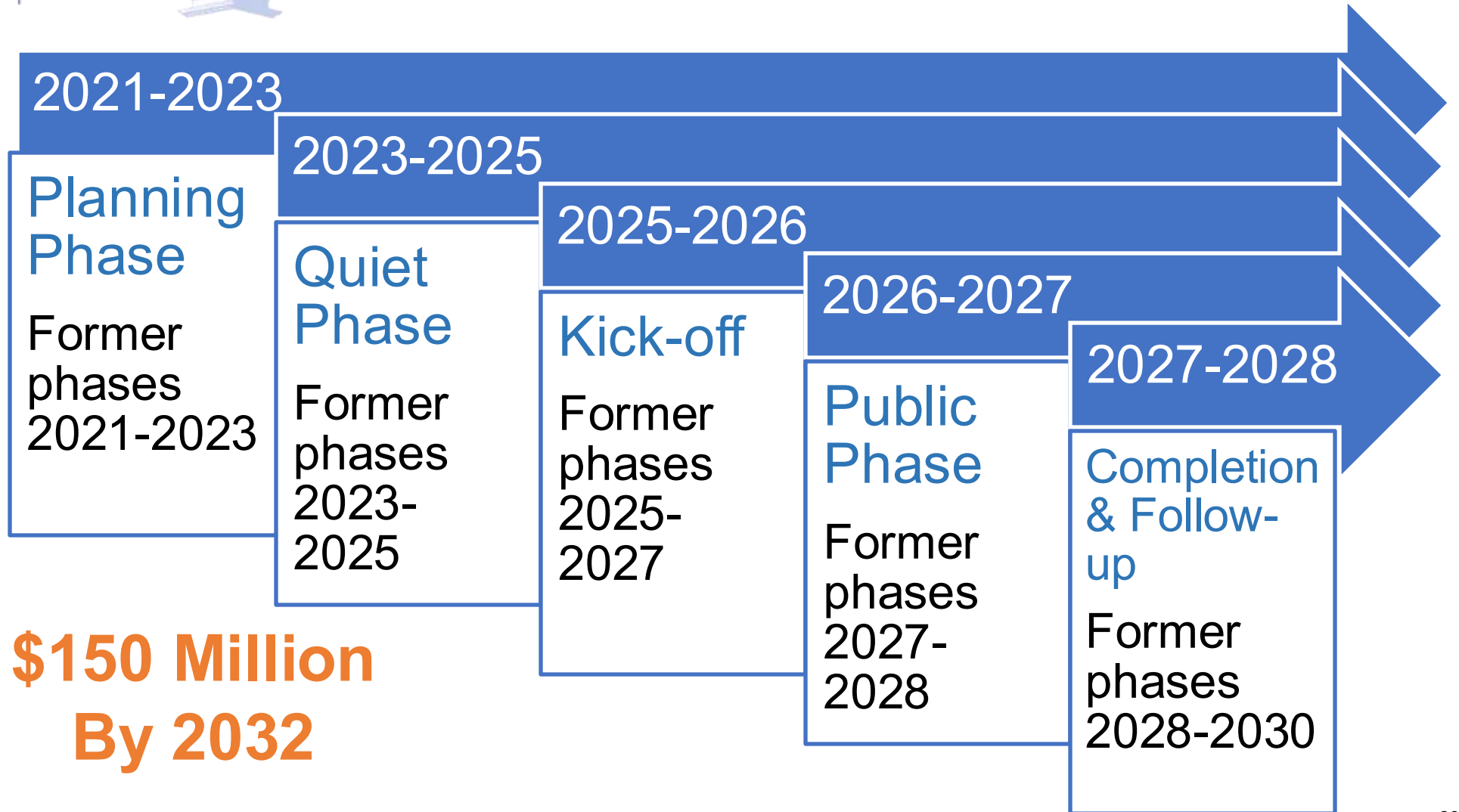


	Dollars	Donors	Dollars	Donors	Dollars	Donors
Grand Total	\$5,087,660.86	2,159	\$3,995,562.87	2,000	\$1,092,097.99	159
ALUMNI	\$1,319,189.35	1,410	\$986,726.54	1,257	\$332,462.81	153
ALUMNI ASSOC	\$97,458.00	12	\$38,143.00	9	\$59,315.00	3
CORP/FDN/ORG	\$3,263,572.98	123	\$2,570,478.90	141	\$693,094.08	-18
FACULTY & STAFF	\$107,477.36	102	\$64,477.41	70	\$42,999.95	32
FRIENDS/INDVLS	\$295,457.32	481	\$328,227.02	488	-\$32,769.70	-7
PARENTS	\$3,595.00	14	\$3,085.00	13	\$510.00	1
STUDENTS	\$0.00	0	\$0.00	0	\$0.00	0

## Ensure Operational Excellence, and Accountability:

- CRM data completeness: **≥95% for active prospects and donors** (emails and other contact info)
- Reorganize the Office of Advancement Services; **identifying a Major Gift Officer**
- Gift acknowledgment timeliness: **95% within 72 hours**
- Compliance rate with donor intent and regulations: **100%**
- Performance reporting cadence: **Weekly dashboards; score card, annual public advancement report**

# Modified Phases of the Campaign



**\$150 Million  
 By 2032**



# Dr. Gwendolyn Williams Dandridge Impact Award



- **Dr. Gwen Williams Dandridge was recently Honored with a Prestigious Award at Virginia State University's Women's LeadHERship Institute 2nd Annual Day in LeadHERship Conference, a moment that was nothing short of inspiring.**
- **Surrounded by dynamic women leaders, Dr. Dandridge's outstanding leadership, impact, and unwavering commitment to excellence.**
- **The energy, purpose, and collective vision in the room reminded everyone that, Greater Happens Here.**