



West Point Association of Graduates



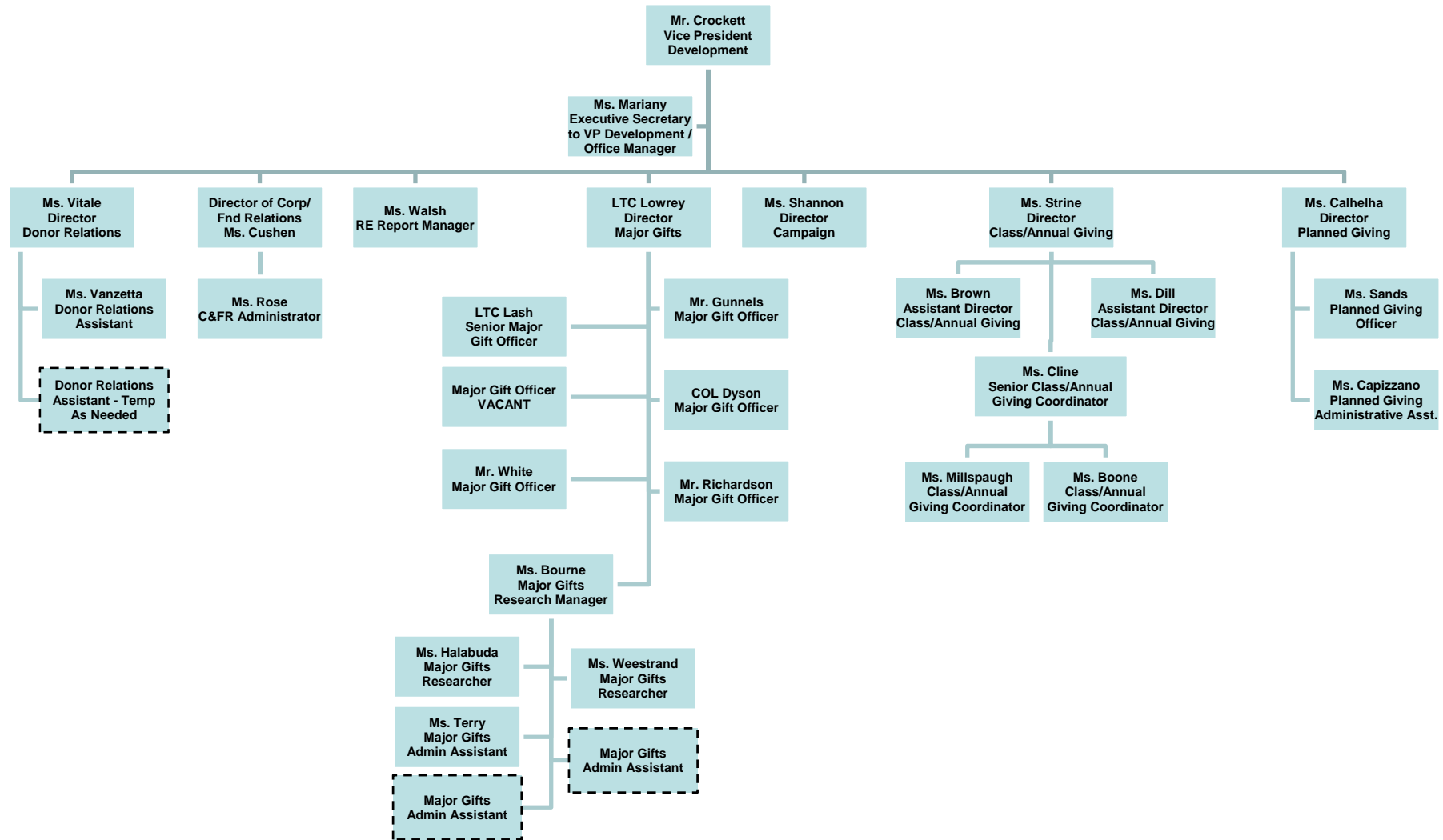
Department of Development West Point Fund

Serving West Point and the Long Gray Line



West Point Association of Graduates

WEST POINT ASSOCIATION OF GRADUATES
Office of Development
8-18-08





West Point Association of Graduates



Ways to Support West Point

- Army “A” Club
 - “Friends of” e-solicitations
- Class Giving
- LGLE*
- Superintendent’s Fund*
 - Parents Fund
- Restricted Giving



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Annual Giving Objectives

- Create an environment that inspires annual giving to West Point from the West Point community
- Develop an integrated program that is focused on increasing annual gifts
- Develop solicitation plan that asks all constituencies for a gift every year and upgrades donors' current giving levels
- Implement "2nd Ask" system to solicit donors' secondary area of interest

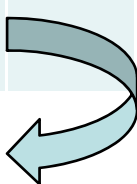


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Class & Annual Giving Ten Year Cycle

1	2	3	4	5	6	7	8	9	10	1
Annual Campaign	Annual Campaign	Annual Campaign	Annual Campaign/ Class Silent Phase	Reunion/ Kick-off Class Campaign	Class Campaign	Class Campaign	Class Campaign	Class Campaign	Present Gift/ Annual Campaign	



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Solicitation Calendar

	January	February	March	April	May	June
Supe's Annual Fund		<ul style="list-style-type: none"> • 1st Mailing to 10.5K people • Supe's Circle Phase 1 Phonathon (225 prospects who gave \$250 or more in '07) 	<ul style="list-style-type: none"> • 1st Mailing (22K Grads) 	<ul style="list-style-type: none"> • Phonathon April - Aug (8000 Grads) 	<ul style="list-style-type: none"> • Phonathon April- Aug (8000 Grads) 	<ul style="list-style-type: none"> • 2nd Mailing to non-responders – 25K people • Phonathon April Aug (8000 Grads)
Parents Fund Phonathon						
Class	<ul style="list-style-type: none"> • 2008 Business Meeting January 9th • Class of 1992 Phonathon 	<ul style="list-style-type: none"> • Class of 1992 Phonathon • Class of 1993 postcard solicitation 		<ul style="list-style-type: none"> • Reunions – '48 & '78 	<ul style="list-style-type: none"> • Reunions – Jan '43, June '43, '53 & '58 	
A-Club	<ul style="list-style-type: none"> • Friends of Army Women's Soccer 	<ul style="list-style-type: none"> • Friends of Army Rifle 	<ul style="list-style-type: none"> • A Club 	<ul style="list-style-type: none"> • Friends of Army Soccer • Friends of Army Gymnastics 		
LGLE						



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Solicitation Calendar

	July	August	September	October	November	December
Supe's Annual Fund	<ul style="list-style-type: none"> • Phonathon March- Aug (8000 Grads) 	<ul style="list-style-type: none"> • Phonathon March- Aug (8000 Grads) 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • 3rd Mailing to non-responders – 18K • Supe's Circle Phase 2 Phonathon 	<ul style="list-style-type: none"> • Supe's Circle Phase 2 Phonathon
Parents Fund Phonathon		<ul style="list-style-type: none"> • 		<ul style="list-style-type: none"> • Parents Phonathon 	<ul style="list-style-type: none"> • Parents Phonathon 	<ul style="list-style-type: none"> • Parents Phonathon
Class			<ul style="list-style-type: none"> • Reunions – '63, '68, & '73 	<ul style="list-style-type: none"> • Reunions – '88, '93, '98 and '03 		
A-Club	<ul style="list-style-type: none"> • Friends Of Army e-mail solicitations 	<ul style="list-style-type: none"> • Friends Of Army e-mail solicitations 	<ul style="list-style-type: none"> • A Club 2nd Mailing 			
LGLE		<ul style="list-style-type: none"> • Chairman's Circle Phonathon (400) • LGLE Phonathon (600) 	<ul style="list-style-type: none"> • Chairman's Circle Phonathon (400) • LGLE Phonathon (600) 	<ul style="list-style-type: none"> • Chairman's Circle Phonathon (400) • LGLE Phonathon (600) 		



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Development Communications

- Direct Mail
- PHONE/MAIL® - IDC
- e-solicitation
- Personal Phone Calls
- Personal Visits*

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Why the WPAOG uses phonathons

Phonathons:

- Increase our donor base
- Increase the amount of money raised
- Identify new major gift prospects
- Provide opportunity for donors to provide feedback to the WPAOG
- Provide opportunity for donors to negotiate ask amount
- IDC phonathon callers are well-trained and are held accountable by the WPAOG Class & Annual Giving office

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Telemarketing
vs.
Fundraising



Infinite Universe vs. Finite Universe

Productivity Measured In:

Yield per Hour

Yield per Person

Speed Focus

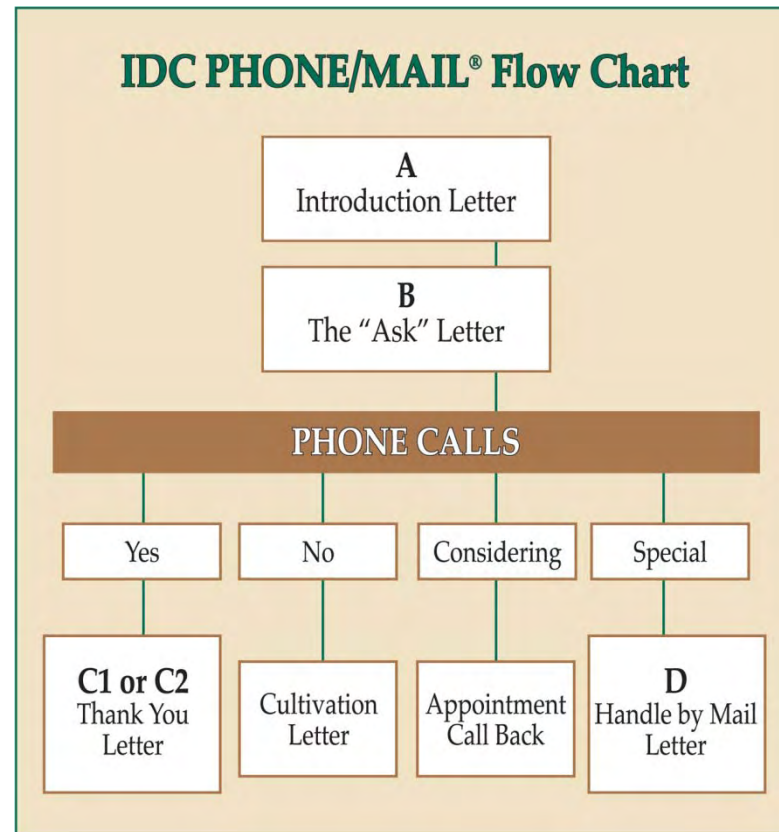
Personal Focus



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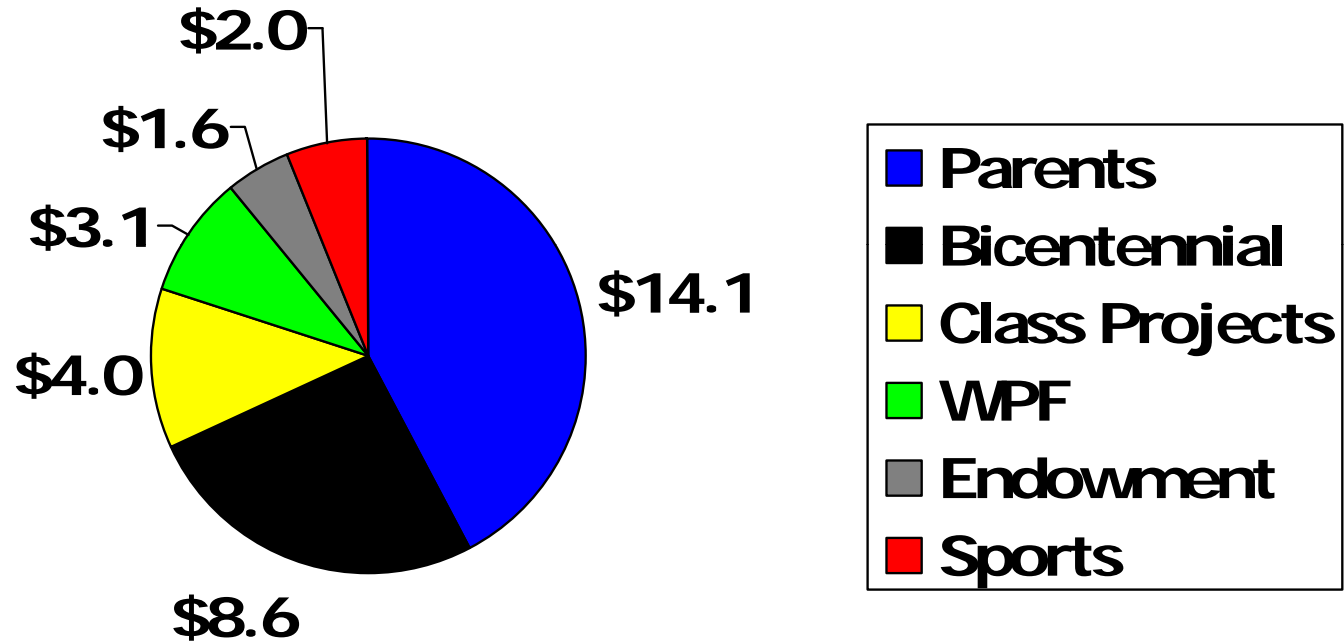


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IDC – USMA Summary



IDC has helped the WPAOG raise over \$33 million since 1991



2007 Superintendent's Circle Test Results – from phonathon

Dollars raised: \$1,074,568
(\$979,844 at the Supe's Circle Level)

Donors: 220
202 at the Supe's Circle Level

Average Supe's Circle Level Pledge: \$4,851

*2008 Superintendent's Circle Phonathon top two pledges to date are for \$31,000.00 and \$30,000.00 each.

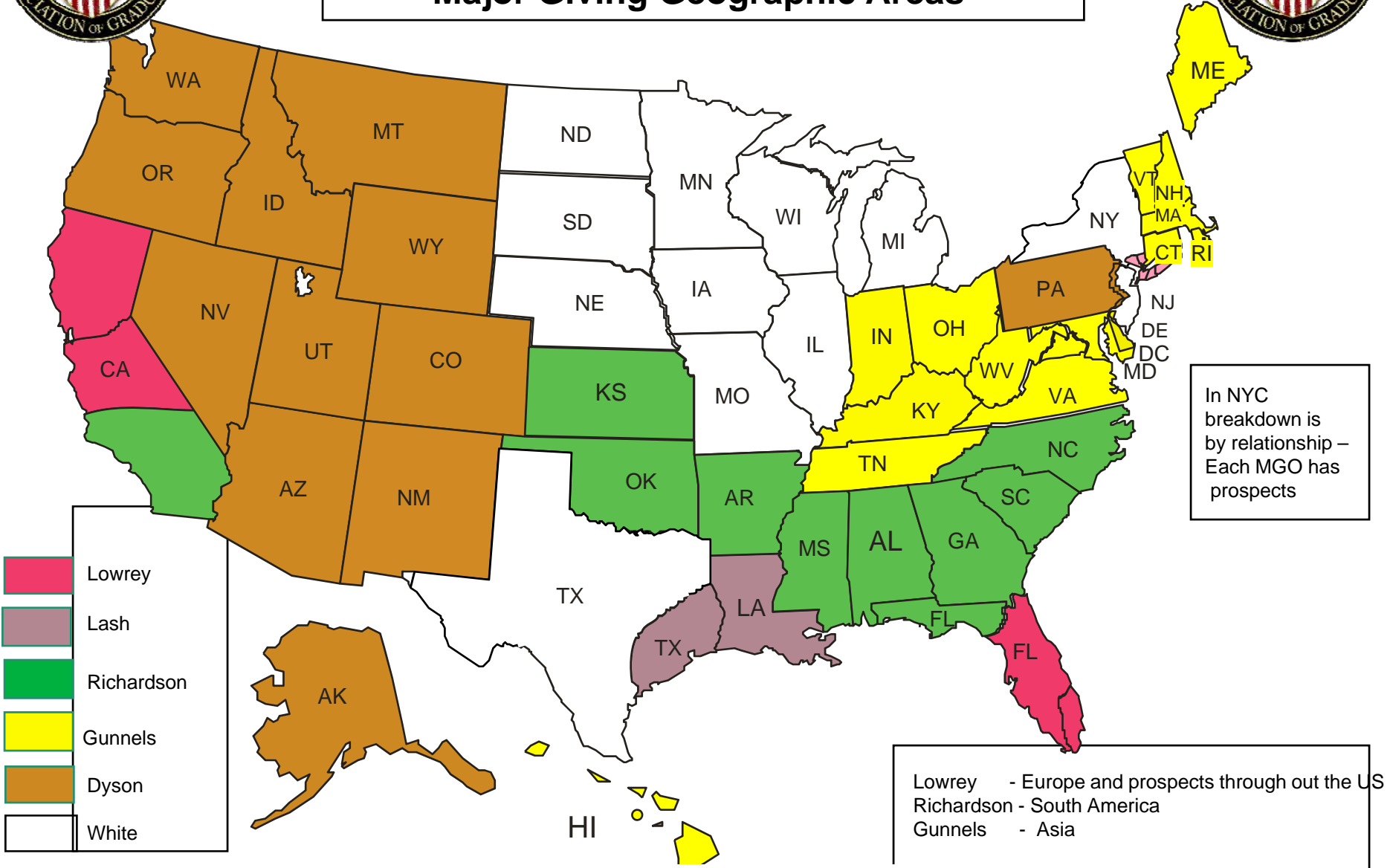
Top 10 pledges

\$18,000.00
\$18,000.00
\$15,000.00
\$15,000.00
\$15,000.00
\$15,000.00
\$15,000.00
\$15,000.00
\$15,000.00
\$10,000.00



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Major Giving Geographic Areas



In NYC breakdown is by relationship – Each MGO has prospects

Lowrey - Europe and prospects through out the US
 Richardson - South America
 Gunnels - Asia

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QUESTIONS ?

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