



Building a Championship Team  
The Office of Development and Alumni Relations

Over the next three years we will create a Development and Alumni Relations program that is distinctive among universities nationally. Our success will be measured by substantially increased fundraising production and by an enhanced reputation and image among donors and alumni. Our distinctiveness and success will be founded on these defining values and characteristics:

- A. Service  
We will be united in the shared purpose of serving donors and alumni who want to help make WMU great.
- B. Engagement  
We will be effective at creating donor experiences that are consistently motivating and worthy of our message.
- C. Congeniality  
Ours will be an organization of people who want to be here, who enjoy being here, and who value the service they provide to the University, its donors and the alumni.
- D. Communication  
Development and Alumni Relations messages will be consistent, motivating, and engaging.
- E. Relationship Tracking  
We will treat donor relationship tracking as a core responsibility of the University, and accomplish it by means of the Donor Pipeline.
- F. Professionalism  
Ours will be an organization comprised of professionals who proudly represent the University on all fronts, to all audiences, at all times.