



Founders' Day 2021

WFAA Colleague Introductions



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Founders' Day History



1915: the earliest documented Founders' Day celebration took place in Madison

1916: WAA executive secretary urged alumni clubs to observe the establishment of the university

1954:

- first international FD event in Lima, Peru
- 100 alumni clubs celebrate Founders' Day

UW's first day of class: February 5, 1849



Founders' Day Today:

- 60+ events around the world
- Highlight and feature outstanding local alumni (speakers, Badger of the Year, Forward under 40, other awards and local recognition)
- Showcase campus priorities and faculty at the cutting edge of research and knowledge
- Re-established campus presence of Founders' Day on February 5
- UW Now: Super Founders' Day events in key geo regions



Founders' Day Stats

2018

74

FOUNDERS' DAY CELEBRATIONS



FIRST-TIME FOUNDERS' DAY ATTENDEES

4,328

ATTENDEES

2019

68

FOUNDERS' DAY CELEBRATIONS

274 RECENT GRAD ATTENDEES

DOMESTIC FOUNDERS' DAY EVENTS 51

3,209

ATTENDEES

MORE THAN \$7.2 MILLION

TOTAL GIFTS TO UW-MADISON TO DATE FROM FOUNDERS' DAY PARTICIPANTS

39

ALUMNI HONORED IN THEIR LOCAL COMMUNITIES



\$14,272

RAISED FOR LOCAL CHAPTER SCHOLARSHIPS

\$4,880,557

IN TOTAL GIFTS TO UW-MADISON SINCE FOUNDERS' DAY 2019 FROM ATTENDEES

36

ALUMNI HONORED IN THEIR LOCAL COMMUNITIES



\$25,550

RAISED FOR LOCAL CHAPTER SCHOLARSHIPS

12

INAUGURAL FOUNDERS' DAY EVENTS



15

INTERNATIONAL FOUNDERS' DAY EVENTS



17

INTERNATIONAL FOUNDERS' DAY EVENTS



4

INAUGURAL INTERNATIONAL FOUNDERS' DAY EVENTS



Founders' Day: Goals and Objectives

WAA

- Showcase UW priorities
- Diversify audience / increase attendance
- Support scholarship fundraising



Alumni Chapters

- Connect to UW
- Connect to alumni
- Alumni recognition
- Scholarship fundraising

Alumni

- Connect with alumni
- Connect with UW



Founders' Day 2021

What Do We Know?

- In-person engagement...?
- Status of faculty travel...?
- Founders' Day budget
- Limited capacity
- Virtual Worldwide Celebration

What Do We Want to Do?

- Fun, prideful celebration!
- Introduce a new audience
- Showcase UW
- Engaging experience
 - Alumni-UW
 - Alumni-Alumni
- Integrate fundraising for student support



Founders' Day 2021

WAA Role

- Identify speakers/topics, platform, drive and implement centralized worldwide celebration
- Provide digital marketing support (email, event page)
- Provide centralized registration support

What we are considering:

- Provide a variety of experiences that lead up to a culminating event
- Incorporate local engagement
- Showcase a variety of topics/speakers – pre-recorded, live presentations
- One registration to support all engagement
- Integrate support for chapter scholarships



Founders' Day 2021

Chapter Feedback

- What are the most important engagement aspects of FD for your chapter?
- How would your chapter leverage a centralized virtual FD celebration?
- Virtual event experiences/ideas to share?



Questions?

