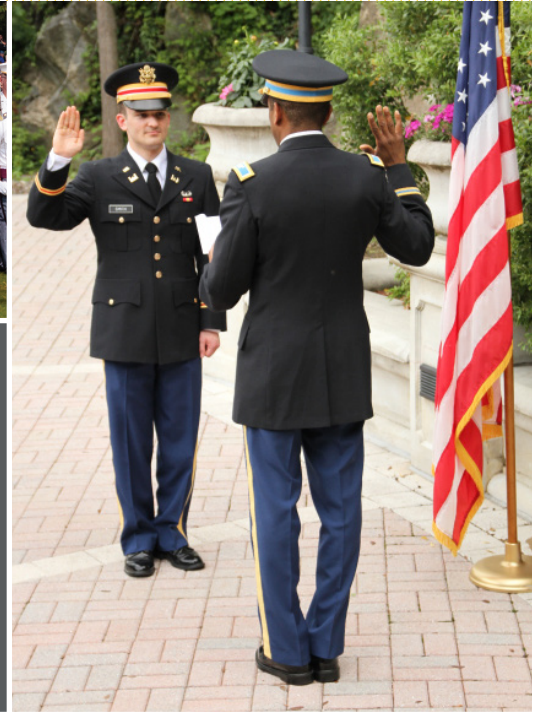


LONG GRAY LINE ENDOWMENT & FUND



West Point
READY 

READY TO SERVE. READY TO LEAD.



THE WEST POINT ASSOCIATION OF GRADUATES

Since West Point will be in their hearts for the rest of their lives, how do graduates stay connected to West Point, to each other, and to other graduates once they move on? They do so through the efforts of the West Point Association of Graduates (WPAOG).



The West Point Association of Graduates' mission is to serve West Point and the Long Gray Line, and it has done so with distinction since 1869. The Academy and generations of alumni and their families have benefitted from WPAOG programs, support, and activities that:

- Connect fellow graduates by facilitating reunions.
- Link cadets and graduates through the 50-Year Affiliation Program.
- Recognize great Americans through the Thayer Award, Distinguished Graduate Awards, Nininger Award for Valor at Arms, and other honors.
- Encourage graduate networks via a Career Services Program.
- Engage graduates through a variety of communications and outreach venues online and in-print, including West Point magazine, Register of Graduates, TAPS memorial publication, and First Call, Parent Review, and Cadet electronic newsletters.
- Connect members of the Long Gray Line with rising Firsties through the Class Ring Memorial Program.
- Bring families into the West Point fold through annual West Point events and hosting receptions at special events.
- Offer Memorial Support to West Point families.
- Preserve the past by managing historical records archives.
- Raise private funds for the Academy's Margin of Excellence experiences for cadets and for the Association's engagement programs.
- Construct and maintain gift-funded facilities.
- Manage the Endowment

WPAOG FUNDING PRIORITIES

Grads Helping Grads

This initiative builds on the concepts of the current Gripping Hands program, expanding the effort to connect grads who are requesting assistance with resources, not bound by natural disasters, pandemics, or other catastrophes, but focusing on and providing a vehicle to meet more generalized needs such as consultation and mentorship. This will be achieved by establishing an online marketplace where alumni may volunteer or otherwise offer their services and expertise to fellow alumni seeking advice, assistance, or services.

Herbert Hall Improvement

Multifaceted improvements are centered on the overall graduate experience, making Herbert Hall a destination or first stop for graduates returning to West Point. Enhanced experiences will include technological advances with digital signage, improved reception and potential added amenities, and improvements and modernization of the Gift Shop.

Hudson Valley Project

This project directly addresses the WPAOG Strategic Plan Goals of serving West Point and the Long Gray Line and complements the USMA Strategy of building the West Point team and strengthening neighboring community partners. To be successful, USMA must be able to attract, hire, and retain exceptional and diverse civilian and military professionals, as well as to recruit exceptional diverse cadet candidates who are seeking a career in the Army and continued service to the nation. The project will support the betterment of Highland Falls and Fort Montgomery through the establishment of an after-school program for the intermediate school, economic development strategies and opportunities for entrepreneurs, and additional possibilities that would offer extra amenities to the residents, employees, and visitors of West Point.

Rockbound Highland Home

The RBHH Program was created exclusively for USMA graduates and is designed to assist in navigating post security procedures, offer special access to select MWR facilities and services, and provide insider tours for grads and their guests. Program enhancements will include technological developments allowing for virtual insider grad tours and an ongoing strengthening of the relationship with USMA's Directorate of Emergency Security to enhance the Grad Pass and Grad Perks programs.

Sallyport/Alumni Support Technology

Sallyport is the answer to WPAOG's Phase II Customer Relationship Management (CRM) integration, providing a sophisticated online tool that assists volunteer leaders with the management of membership, event planning, and outward communication to their groups. It is projected to be the one-stop for contact information updates and direct feeds of WPAOG social media content and publications.

Transition Navigator

The Transition Navigator initiative will expand the current Career Services program to coach and assist alumni through other aspects of life transitions, providing tailored personal and professional transition support with high touch support through weekly career services check-ins, pairing grads with a Grads Helping Grads or virtual transition team.

Engagement

The Engagement Endowment will support engagement opportunities with cadets, parents, and surviving spouses in order to build and/or strengthen WPAOG's relationships with these groups. Enhanced engagement will not only build relationships with cadets and parents during the 47-month experience but will advance financial support of West Point and the Long Gray Line, as well as continue relationships with surviving spouses through the Memorial Support and Planned Giving programs.

Digital Content Marketing/Social Media

This endowment will support Communications and Marketing by growing the team with additional writers/editors who are experienced in writing for digital platforms, producing digital products, and integrating WPAOG's digital communications.

Website/CRM

This endowment will support the addition of a website developer to the Communications and Marketing team, who is able to write code to enhance the website, allow for third party integration with the CRM database, and enhance customizations for online publications purchases and donation forms. Possible initiatives include re-imagining the Register of Graduates for a digital world and leveraging WPAOG archives into a tool similar to the ancestry.com website.

Long Gray Line Endowment/Fund

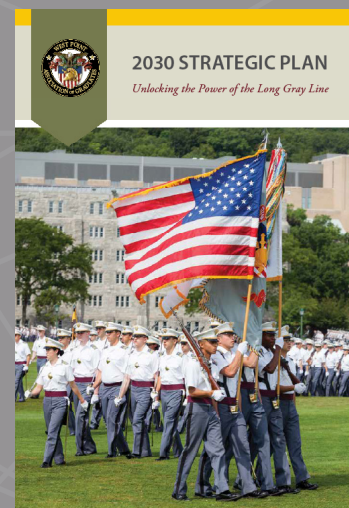
The Long Gray Line Fund and Endowment supports all efforts of the WPAOG to achieve its mission to serve West Point and its graduates.

WPAOG 2030 STRATEGIC PLAN

UNLOCKING THE POWER OF THE LONG GRAY LINE

WPAOG's 2030 Strategic Plan advances our alumni body's remarkable record of service to West Point and to one another. The plan builds on the many existing connections among graduates and defines a campaign for the next decade to continue to unlock the power of the Long Gray Line. Our planning process was comprehensive and integrated. Individual graduates, volunteer leaders, experts in various alumni industries, WPAOG staff, and key USMA staff and leadership provided input. Among the comments that resonated with us was the observation that "Grads have high expectations of the West Point network." We have taken that sentiment to heart: facilitating new or expanded connections among graduates will remain the focal point of WPAOG's efforts to serve the Long Gray Line and serve our alma mater, West Point.

— Todd A. Browne '85, President & CEO, West Point Association of Graduates





FUNDING OPPORTUNITIES

Long Gray Line Endowment	\$50 million
Hudson Valley Project	\$22.1 million

Recognition Opportunities

Personnel

WPAOG CEO/President Position Naming (<i>funded</i>)	\$10 million
WPAOG Chief Operations Officer Position Naming	\$2 million
WPAOG Chief Financial Officer	\$2 million
WPAOG VP of Alumni Support	\$2 million
WPAOG VP of Communications & Marketing	\$2 million
WPAOG VP of Development	\$2 million
WPAOG VP of Information Technology	\$2 million
WPAOG Director of Career Services	\$2 million

Programs & Activities

Class Ring Memorial Program (<i>named for the class of 1966</i>)	\$3 million
West Point Magazine	\$2 million
Memorial Articles Program	\$1 million
First Call Newsletter	\$500,000
Class Leaders Handbook	\$500,000

Facilities

WPAOG President's Office Suite Naming (<i>funded</i>)	\$1 million
Executive Offices (4 of 6 available)	\$500,000
Conference/Meeting Rooms (4 small)	\$250,000
WPAOG Staff Lounge	\$250,000

MARGIN OF EXCELLENCE



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as of December 6, 2022