Inspiring Futures

Note: 2014 is the 125th birthday of the University of Idaho.

* Have raised 65% of our goal already.
* The campaign began July 1, 2007 and will end December 31, 2014.
* Yeş, $725 million comprehensive campaign.

Inspiring Futures invests in the University of Idaho.

What are the details of our campaign?

Why do a campaign?

Importance: prevent the strategic plan from being implemented within a specific time frame. It will support and sustain a capital campaign.

A capital campaign is needed in the University of Idaho.

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March 2012

Private Sector

Annual Giving
What are the priorities of the campaign?

- $54 Million
- Campaign Student Success
- Providing financial resources for students
- Need and merit-based scholarships – part of graduate student support and fellowships
- Funds endowed scholarships
- $4 Million
- Distinguished and Impactful Endowed Faculty
- Building a World-Class Learning Environment
- $62 Million
- Learning Innovation and Discovery
- Faculty – $53 Million
- Student Success – $54 Million
- Of the campaign?

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- Making a broad impact on our university
- Transforming people and programs
- University's needs
- Successfully matching donor and
- Raising the steward goal

What makes a campaign successful?

- Pre-planning: infrastructure, process
- Strategic Plan: a period of years where the leadership gets a period of years where the
- Public phase: a period of years where the
- Campaign copy: celebration and scope of
- Campaign close: celebration and scope of
- Campaign launch: celebration and scope of
- Public phase: a period of years where the
- Pre-planning: infrastructure, process

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$46 Million
Entrepreneurship
Promotes Partnerships
Entrepreneurship and Impact Through Programs

Facilities

$65 Million
Building a World-Class Learning Environment

$63 Million
Leasing Innovation and Discovery

Engaging University
Leadership at all levels

Innovate
Participate
General community - advocate and
Heal
Sell as Events

Development Effort with their Development
Deans and Unit Leaders - leading the
President - CEO and Chief Fundraiser
The institution are engaged
CAMPUSES are successful when all levels of

Operation Education
Iowa State University International Jazz Festival
STIM Initiatives
National Resource Fellows Studies
Mickle Center
Exceptional Faculty and Students
Impact Enhance the Reputation and Attract
Programs allow the University to strengthen the
Distinctive Regional National and International

3/14/2012
The three Cs:

- Campaigens Create Action
- Awareness
- Action

Campaigns

- Building awareness
- Creating champions
- Driving action

Plan

- Identify key stakeholders
- Develop a message strategy
- Create campaign materials
- Implement the campaign

Your Role

- Support the leadership team in the
- Act as a key communicator
- Engage with stakeholders
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Changing Lives: Children of Core - about
They are not theirs
Life of a University catalysts in the
Campaigns are

Final Thoughts...

Important Dates to Remember:

cepture
Public Launch and Call Celebration at Kreske Dome

Please plan to be there and bring your colleagues

Conv. C. Ahern Harbor Center, Room 246
Idaho Falls - TIB 306A
Boise - Student Union 448A
Moscow - SUB

April 25, 2012 (Friday)
Faculty, Staff, Student Kickoff Celebration

How we'll support you

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Leveng - multiple platforms from which to engage
Care, shared goals and other collections
Video and print stories that can make a compelling case
On the Giving Web site
UL Foundation
Seaworld
Partnership with corporate and foundations, donor relations and
Experiences like annual fund, estate gifts and gift
Giving cycle
Development Officers as guides - help navigate the gift
Development Structure

These proposals, etc.
Mechanisms for content: Case statements, web
Transformation and elements that inspired
Story of impact, relevance and
care and tell our
Many of our faculty are the content experts

The Three CS:

3/14/2012