UD Board of Trustees Retreat
Thursday, October 5, 2017

Campaign Update

Jim Diker, Vice President
Development & Alumni Relations
Campaign Update

• We Are Launching!
• Goals and Trends
• Ambassadors
• Priorities
• Campaign Launch Events
• Trustees Role with Campaign
• After Launch
Here it comes! Going public!
Campaign Fundraising to Date

*NEW PLEDGES AND NEW CASH
Campaign Donor Trends

INDIVIDUALS (BY HOUSEHOLD) FOR GIFTS OF $25,000+


68 58 86 98 83 59 95

Campaign Silent Phase
Campaign Financial Goals by Purpose

- **Capital**: $240M, $44.23M raised
- **Current Use**: $310M, $249.67M raised
- **Endowment**: $200M, $145.59M raised
Campaign Financial Goals by Area

- Faculty: $85M
- Undergraduate Support: $100M
- Graduate & Professional Aid: $55M
- Buildings, Equipment & Renovations: $240M
- Programs & Research: $240M
- Unrestricted: $168.12M

GOAL vs. RAISED
## Campaign Engagement Goals

<table>
<thead>
<tr>
<th>Engagement Goal</th>
<th>Goal</th>
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<tbody>
<tr>
<td>Number of New Ambassadors (during last 3 years of campaign)</td>
<td>500</td>
</tr>
<tr>
<td>Number of Delaware Diamonds Society Members (in FY20)</td>
<td>5,500</td>
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<tr>
<td>Number of Donors (during all 10 years of campaign)</td>
<td>100,000</td>
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Campaign Ambassadors

• What are ambassadors?
  • Advocates, champions, liaisons
• Why are they essential in a campaign?
  • True blue
  • Peer to peer
  • Extends the reach of staff
• Strong ambassadors are strong donors
Campaign Ambassador Structure

HONORARY CHAIRS

Joe & Jill Biden

CAMPAIGN EXECUTIVE COMMITTEE

Campaign Co-Chairs

Carol Ammon & Marie Pinizzotto, John & Pat Cochran, Mort & Donna Collins, Stuart & Suzanne Grant, Pete & Tina Hayward, Charlie & Patty Horn, Don Puglisi & Marichu Valencia, Ken & Liz Whitney, Marna & Tom Whittington

CAMPAIGN COMMITTEE (PLC)

James Borel, Donna Fontana, Charles Genuardi, Tom Hofmann, Ray Jacobsen, Shawn McCall, Paul McConnell, David Plastino, Jan Seitz

CAMPAIGN NATIONAL COMMITTEE
Campaign Themes

1) Creating an Extraordinary Student Experience

2) Extending Our Impact on the Region and the World
Campaign Themes

Themes provide unity for diverse stakeholders.

180,000 alumni
32,000 parents
22,000 students
4,300 faculty and staff

Priorities provide specific goals and direction...
Campaign Priorities and Goals

CENTRAL PRIORITIES

• The Biden Initiative $20M
• Athletics: Building Our Home $35M
• The Graduate College $25M
• Innovation and Entrepreneurship $50M

total $130M

Plus….COLLEGE PRIORITIES

Faculty support, Undergraduate support, Graduate fellowships, Programs and Research, Facilities
Campaign Launch Weekend Events

Thursday, November 9
“Delaware First Festival”
campaign sneak peek for campus

Friday, November 10
“Delaware First Luncheon”
celebrate our ambassadors
“A Celebration of Innovation & Inspiration” recognize donors

Saturday, November 11
“President’s Tailgate” focus on the athletic campaign
“UD vs. Albany Football Game” cheer the team
Delaware First Festival

- Thursday, November 9 | 12noon to 3pm | The Green

- Purpose is to invite the campus community to join the campaign and to announce the name and goal
- Focus on benefits of philanthropy for students, staff, and faculty—plus the generosity of UD students, faculty and staff
- Stage constructed near Memorial Hall for remarks with screens projecting anthem video, launch video, social media
- Giveaways include Delaware First knit cap, Delaware First ice cream, and hot chocolate
- Interactive mosaic wall, philanthropy stations, step & repeat wall
Delaware First Luncheon

• Friday, November 10 | 12noon to 2pm | Daugherty Hall

• Purpose is to thank and celebrate

• 290 ambassadors invited to join the campaign team, including Honorary Chairs, Co-Chairs, PLC, National Campaign Committee, Board of Trustees, UDAA, Advisory Councils, etc.

• Keynote speaker: Adam Grant, on his book *Give and Take* and volunteerism
Campaign Launch

• “A Celebration of Innovation & Inspiration”
  • Clayton Hall
  • Friday, November 10, 6pm to 10pm

• Audiences
  • Top donors of $25,000+
  • Key prospects
  • Campaign Ambassadors
  • Government officials
  • UD Senior Leadership
Campaign Launch

• What happens at “A Celebration of Innovation & Inspiration”? Classy excitement and energy for donors and prospects that will galvanize and motivate the UD community and unite all as one

• Interactive first look at campaign
• Gift announcements and donor recognition
• Purpose: inspire, thank, set momentum, instill pride
• Campaign priorities featured
Evening Snapshot

6:00pm  PRE-SHOW:
  Cocktails, appetizers
  Guest transition

7:00pm  MAIN EVENT:
  Remarks from President
  Anthem video
  Central priorities videos
  Arts and humanities feature
  Thank you and gift announcements
  Campaign goal announced

8:00pm  POST-SHOW:
  Meet onstage and video speakers

10:00pm  Send off
Campaign & Trustees: Your Role

- Make a leadership gift
  - Stretch gifts matter, you are the role model

- Attend campaign events
  - Meet guests and funnel contacts & ideas to DAR
  - Bring your wealthy, connected friends to campaign events

- Advocate for UD and philanthropy
  - Network and connect your circles to UD

- Learn your talking points
  - know what to tell others
Make Your Campaign Gift

Jim Dicker and Beth Brand will be visiting trustees regarding campaign gifts.

Announcements of lead gifts and top donor recognition is a part of The November 10th launch.
After Launch…Campaign Tour

Take the campaign to Blue Hens everywhere, starting in FY18…

California
Texas
New York
Northern New Jersey
Florida
Philadelphia
THANK YOU

Questions?