

The background of the slide is a blue-tinted photograph of a classical building with columns and a dome, likely the University of Delaware's Old Chapel. A black lamp post is visible on the right side of the image.

UD Board of Trustees Retreat Thursday, October 5, 2017

Campaign Update

Jim Dicker, Vice President
Development & Alumni Relations



Development &
Alumni Relations

Campaign Update

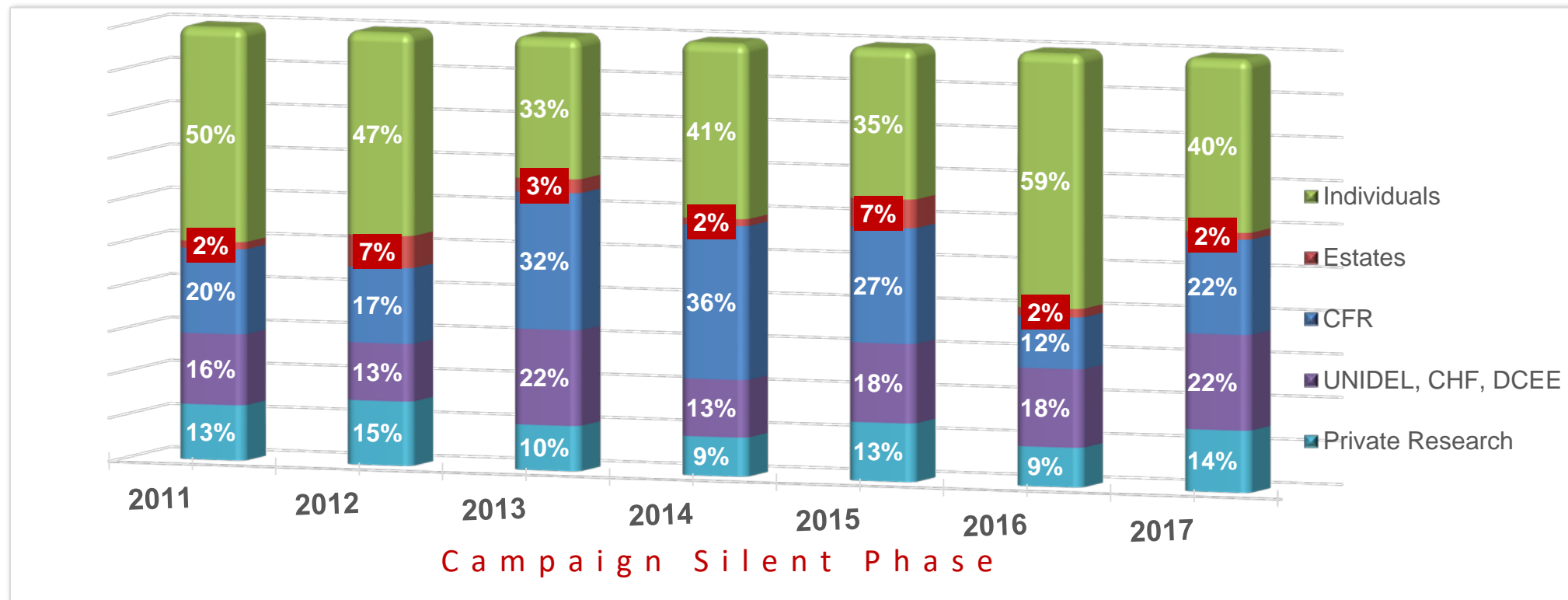
- We Are Launching!
- Goals and Trends
- Ambassadors
- Priorities
- Campaign Launch Events
- Trustees Role with Campaign
- After Launch

Here it comes! Going public!



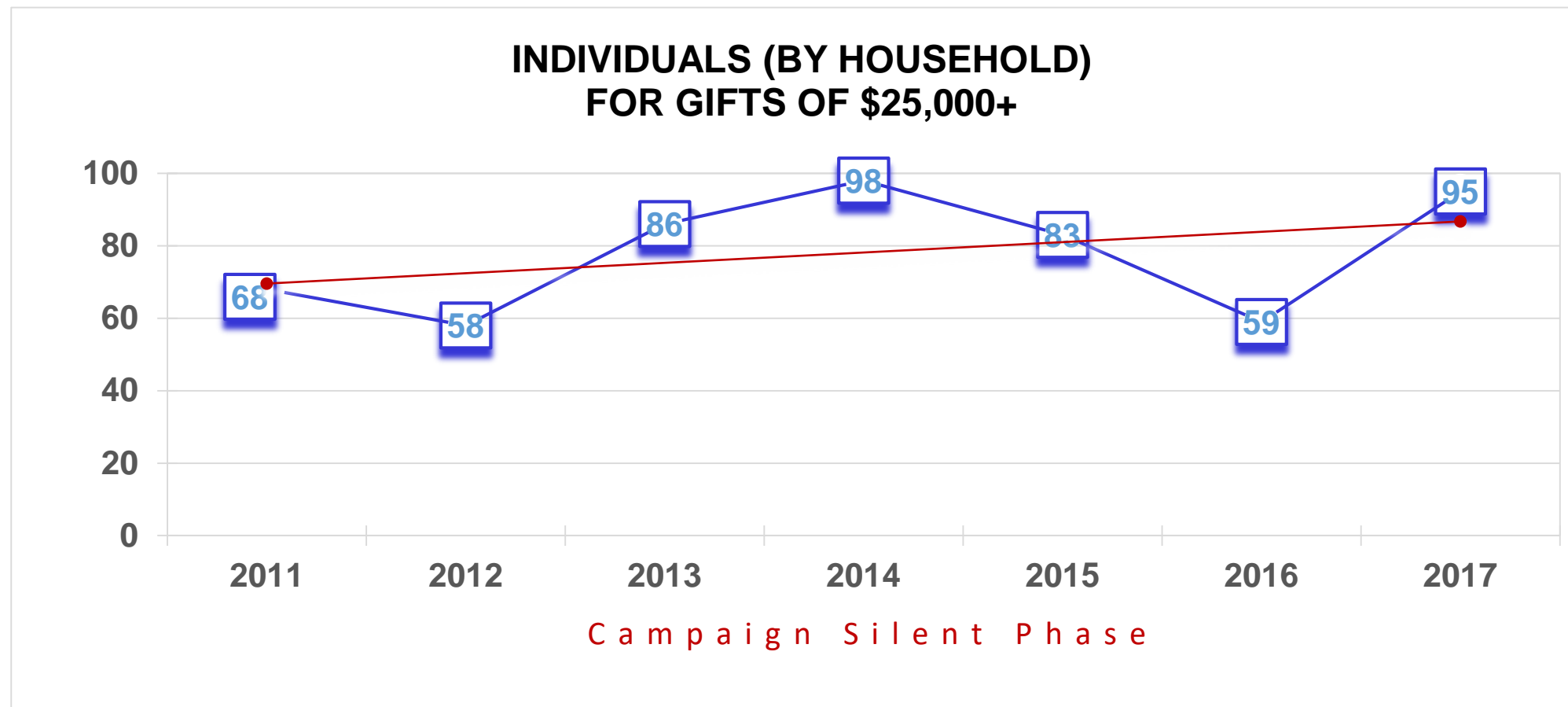
DELAWARE **FIRST**
THE CAMPAIGN FOR THE UNIVERSITY OF DELAWARE

Campaign Fundraising to Date

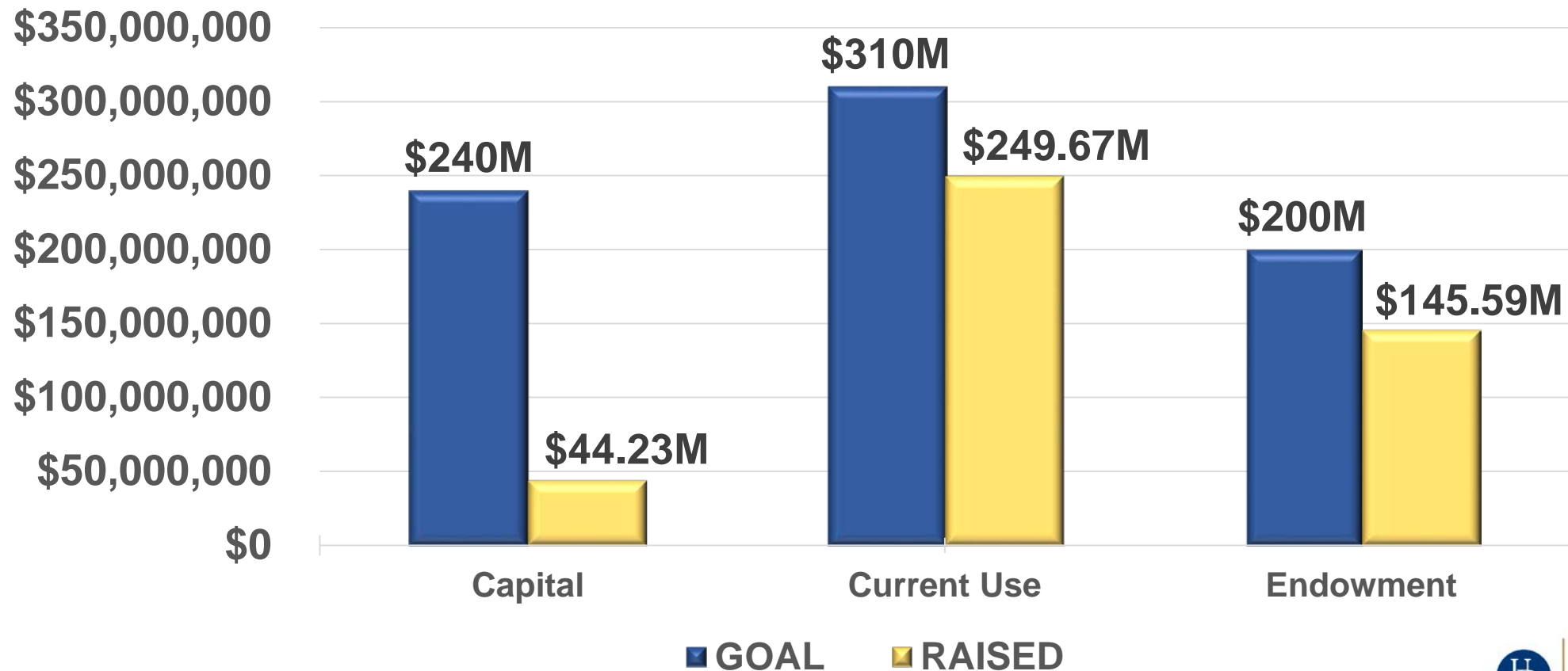


*NEW PLEDGES AND NEW CASH

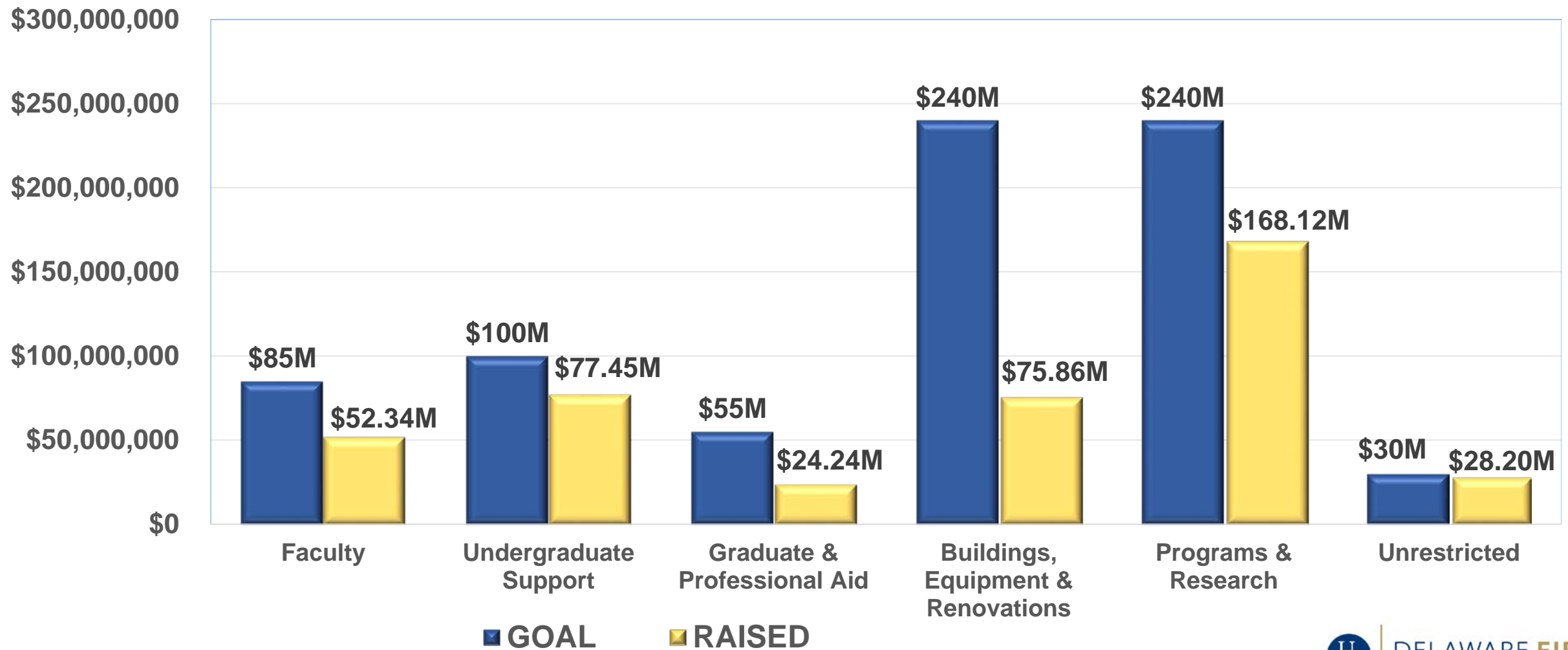
Campaign Donor Trends



Campaign Financial Goals by Purpose



Campaign Financial Goals by Area



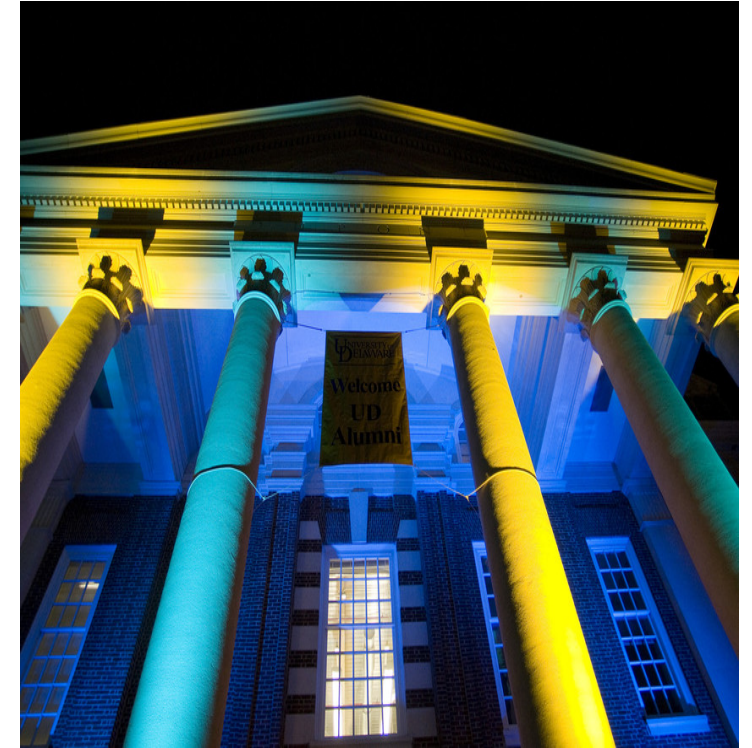
Campaign Engagement Goals

Engagement Goal	Goal
Number of New Ambassadors (during last 3 years of campaign)	500
Number of Delaware Diamonds Society Members (in FY20)	5,500
Number of Donors (during all 10 years of campaign)	100,000
Number of New Carillon Circle Members (during last 3 years of campaign)	250



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



A low-angle, blue-tinted photograph of the University of Delaware's main building facade. The image features several large, classical columns supporting a pediment. A banner hangs across the middle of the columns, displaying the University of Delaware logo and the text "Welcome UD".

THANK YOU

Questions?



Development &
Alumni Relations