



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

Preparing for
Carolina's Next Campaign

➤ Historic Fundraising Success at Carolina

		<u>Avg \$ / Month</u>	
FY 2000	\$227,236,547	\$18.9	Carolina First Campaign Avg. \$22.6
FY 2001	\$315,830,438	\$26.3	
FY 2002	\$280,118,898	\$23.3	
FY 2003	\$213,601,560	\$17.8	
FY 2004	\$236,350,784	\$19.7	
FY 2005	\$244,845,421	\$20.4	
FY 2006	\$287,231,294	\$23.9	
FY 2007	\$363,598,093	\$30.3	
FY 2008	\$291,473,062	\$24.3	
FY 2009	\$290,400,824	\$24.2	
FY 2010	\$292,018,636	\$24.3	
FY 2011	\$306,024,332	\$25.5	
FY 2012	\$271,091,907 ytd	\$25.8	



➤ Campaign Timeline

May

May

May

Pre-campaign Planning

Jan 1
2012 **Seek BOT approval to move into Planning Phase**

- Early internal consensus building
- Study campaign environment
- Infrastructure analysis

Planning Phase

July 1
2012 **Seek BOT approval to move into Pre-Launch Phase**

- Recruit Planning Cabinet
- Study and make recommendations for:
 - Volunteer Leadership
 - Budget & staffing
 - Policies
- Final Report on the “21st Century Vision of the Public University”

Pre-Launch Phase

July 1
2013 **Seek BOT approval to move into Public Phase**

- Recruit volunteer leadership
- Design campaign plan
- Conduct prospect screenings
- Conduct major preliminary solicitations

Public Phase (if decision to move forward)

July 1
2014(?) **TBD** _____ 2020(?)

- Launch campaign
- Execute campaign plan
- Conduct campaign solicitations



➤ Campaign Updates

University	Campaign Goal	Current Progress	Public Start	Amount Raised when went Public	End Date
University of Southern California	\$6 Billion	\$1.4 billion	August 2011	\$1 billion (17%)	2018
Columbia University	\$5 Billion	\$4.68 billion	Sept. 2006	\$1.6 billion (32%)	December 2013
Stanford University	\$4.3 Billion	\$6.23 billion	October 2006	\$2.19 billion (51%)	December 2011
Cornell University	\$4.75 Billion	\$3.352 billion	October 2006		December 2011
University of Pennsylvania	\$3.5 Billion	\$3.5 billion	October 2007	\$1.6-billion (46%)	June 2012
Yale University	\$3.5 Billion	\$3.886 billion	September 2006	\$1.3 billion (43%)	June 2011
University of CA at Berkeley	\$3 Billion	\$2.2 billion	September 2008	\$1.3 billion (43%)	June 2013
University of Texas at Austin	\$3 Billion	\$1.7 billion	October 2008	\$700 million (23%)	August 2014
University of Virginia	\$3 Billion	\$2.509 billion	Sept. 2006	\$1.02 billion (34%)	December 2011

Met goal ahead of schedule

Met and surpassed goals upon completion

Did not meet goal and will be extending until \$3B is reached



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➤ Years between Campaigns

School	Previous Campaign Ended	Years between Campaigns	Quiet Phase of current campaign	Public launch of current campaign	End of current campaign	Goal	Comments
Cornell	1995	9	2004	2006	2013	\$4.75B	
Harvard	1999	12	2011		2018	\$6.0B+	In quiet phase
Penn	1999	6	2005	2009	2014	\$3.5B	
Columbia	2000	4	2004	2006	2013	\$5.0B	
Cal	2000	5	2005	2008	2013	\$3.0B	
Ohio St.	2000	9	2009		2016	\$2.5B	In quiet phase
Virginia	2000	4	2004	2006	2013	\$3.0B	
USC	2002	8	2010	2011	2017	\$6.0B	
Duke	2003	7	2010			\$3.0B	In quiet phase
Minnesota	2003		No Announced Plans				
MIT	2004		Currently in Planning Phase				
UCLA	2005		Quiet Phase begins July 2012				
UNC	2007		No Announced Plans				
Wisconsin	2007		No Announced Plans				
Hopkins	2008		Planning Phase				
NYU	2008		Considered a campaign in 2010 - no mention of it since				
U.Wash	2008		Considered a campaign in 2010 - no mention of it since				
Michigan	2008		Currently in Planning Phase				
Chicago	2008						In quiet phase
Recently Completed Campaigns							
Yale	1997	7	2004	2006	2011	\$3.5B	
Stanford	2000	4	2004	2006	2011	\$4.3B	
Indiana	2010		2003	2005	2010	\$1.2B	



➤ Top Fund Raising Universities

<u>In Campaign</u>	<u>In Quiet Phase</u>	<u>Planning</u>	<u>No Announced Plans</u>	<u>Just Finished</u>
Cornell	Harvard	Michigan	Minnesota	Yale
Penn	Ohio State	MIT	UNC	Stanford
Columbia	Duke	Hopkins	Wisconsin	Indiana
Cal	UCLA	NYU		
Virginia	Chicago	Washington		
USC				



➤ **Constituent Involvement in Preliminary Campaign Discussions**

➤ **Small Group Preliminary Campaign Discussions**

- Small group discussion with Lead Development Officers of KFBS, Arts and Sciences, Athletics, Medical Foundation, and Public Health
- Three meetings: October 2011, December 2011, April 2012

➤ **Pre-Campaign Planning Committee**

- Consists of representatives from 15 schools and units on campus, plus nine from University Development
- Four meetings: January 24, February 29, April 3, May 21

➤ **Campus Development Committee Meeting**

- Hosted by Chancellor
- March 14 meeting consisted of all Deans and Directors plus Lead Development Officers and Chancellor's Cabinet

➤ **Campus-wide Constituent Development Officers Discussion**

- Consisted of 40 Lead Development Officers and 128 Carolina Leadership Gifts members
- Five meetings: January 9, February 13, March 12, April 9, May 14



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