

Campaign Planning Report

The Background

- Previous systemwide campaign used a “confederated” structure and formally ended December 2012.
 - Goals and timelines were established by each institution within a broad framework.
 - No systemwide identity or marketing for the campaigns to ensure focus remained at the institution
- Raised approximately \$2.1 billion against a \$1.7 billion goal.

Focus of Next Campaign

- Building the endowment
- Finding the next generation of philanthropic leaders
- Broadening alumni engagement (future pipeline of major gifts)
- Cumulative goal of the next campaign is likely to exceed \$2.7 billion (an increase of \$1 billion over that last campaign goal).

Timeline

- Most public announcements of institutional campaigns are planned between 2018 and 2020 and are expected to last seven years, from the silent (leadership gifts) phase until conclusion.

Preparation Activities

- Every institution is actively planning
- All have discussed internal goals and an anticipated public launch date
- Immediate focus on case statement development, feasibility studies, building staff capacity, and volunteer structures

USM Office of Advancement Role

- Focus on professional development support and leadership training
- Additional focus on alumni engagement
- Using the power of the system to build alumni pride
- Shared resources such as campaign counsel, wealth screening, and alumni engagement platforms, communications expertise

Discussion points

- What are the benefits to formalizing endowment goals, for example, to double the endowment to \$2 billion?
- How can USM help raise all boats?