

Dean's Industrial Advisory Council

**The Next Campaign...really
the NOW Campaign**

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Planning for the NOW Campaign

Proposed Campaign Timeline

- Traditional University Campaign Model -
Seven Years
- Planning/Silent/Public
- 7/1/2006 to 6/30/2013

Planning for the NOW Campaign

Proposed Campaign Timeline

- Spring 2009
 - Development of Themes and Priorities
 - Feasibility Studies Contracted
 - Budget and Sources
 - Communication Plan
- Summer 2009
 - Draft E&T Campaign Plan
 - Identify Leadership Gift Prospects
 - Identify Prospects for E&T Campaign Leadership Team
 - Develop Prospect Lists

Planning for the NOW Campaign

Proposed Campaign Timeline

- Fall 2009
 - Interpretation of Feasibility Study Results
 - Adjust Themes and Priorities
 - IUPUI Campaign Leadership Plan
 - Communication Plan Roll-Out
 - Recruitment of E&T Campaign Leadership Team
 - Begin Cultivation and solicitation of E&T Leadership Gifts

Planning for the NOW Campaign

Proposed Campaign Timeline

- Spring 2010
 - Recruit Leadership – overall cabinet
 - Prospect Lists Prepared
 - Leadership Gifts
- Fall 2010
 - Trustee Approval
 - Public Campaign Announcement

Planning for the NEXT Campaign

Developing the Case for Support

- Case for Support
 - Identifies and describes the vision for the future and what is needed to make that vision a reality
 - Describes why this is important to our constituents
 - Identifies people and organizations who might support our vision

Planning for the NEXT Campaign

The Feasibility/Marketing Study

- Used to assess the feasibility by testing questions such as:
 - What is our image?
 - Is our case for support persuasive?
 - Who are appropriate volunteer leaders?
 - Who might make significant leadership gifts?
 - What is a reasonable \$\$ goal for the campaign?
 - What is the appropriate timing for the campaign?
- Results are used to review and adjust the overall campaign plan

Development of E&T Campaign Goal

- IUPUI Campaign Goal: \$1.224B
 - \$496M - philanthropy (\$258M to date)
 - \$588M - non-governmental grants (\$212M to date)
 - \$139M - Riley (\$71.3M to date)
- Preliminary Goal for E&T: \$12M (philanthropy only)
 - \$8,707,213 actual raised 97-04 campaign
 - \$1,846,701 – philanthropy to date
 - \$4,203,625 - non-governmental grants to date

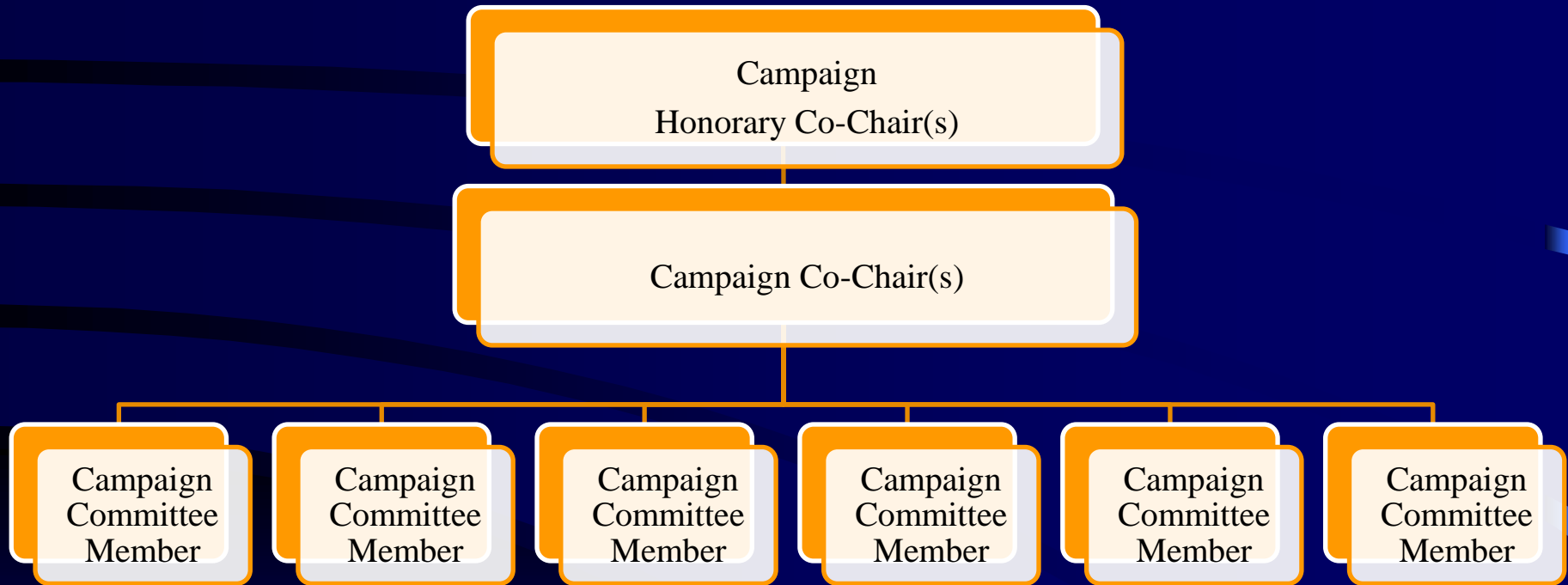
Planning for the NOW Campaign

Developing Priorities

- Focus of Three Areas of Support:
 - Faculty and Teaching (\$7M)
 - Endowed Chairs and Professorships (\$6M), Other Faculty Directed Support (\$1M)
 - Student Scholarships, Graduate Fellowships and Other Related Support (\$2M)
 - Endowed Scholarships and Fellowships (\$1.5M), Distinguished Speaker Series (\$250K), International Travel Fund (\$250K)
 - A Quality Research and Learning Environment (\$3.5M)

Planning for the NEXT Campaign

Proposed Campaign Cabinet



Planning for the NEXT Campaign

DIAC Involvement

- Assist in the Development of the Strategy for the Campaign
 - Industry related involvement
- Validate the plan for the Campaign
- Assist in identification of potential partners and/or areas of interest
- Actively participate by assisting in securing corporate and personal gifts

Questions?

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