



UF
GO GREATER

The University of Florida will be a premier university that the state, nation and world look to for leadership.

STATURE GOAL

- Current Goal

- Top-Ten Public

- Long-Term Goal

- Top-Five Public
- Top-20 Public and Private

METRICS THAT MATTER

- Student-to-Faculty Ratio
- National Academy Memberships
- Faculty Awards
- Research Expenditures
- Research Doctoral Degrees Awarded
- Tech-Transfer Licenses/Options Executed
- Startup Companies
- Four-Year Graduation Rate
- Six-Year Graduation Rate
- Student Selectivity

Recruit, develop, support and retain faculty who are or will be ranked at the top of their fields.

WHY IS A CAMPAIGN IMPORTANT FOR UF?

WE CANNOT FULLY REALIZE OUR POTENTIAL
BY RELYING SOLELY ON TUITION AND
TAXPAYER SUPPORT.

WHY CONDUCT A CAMPAIGN NOW?

THE UNIVERSITY OF FLORIDA IS AT AN
IMPORTANT JUNCTURE IN OUR HISTORY.

**Establish 200 new endowed chairs/
professorships**

WHY FACULTY ENDOWMENTS MATTER

1. IMPROVE UF's ability to recruit and retain talented faculty.
2. STRENGTHEN academic programs, enhancing UF's reputation as an elite public research university.
3. PROVIDE a funding stream for student stipends, equipment, seminars and other tools that advance research and academic pursuits.
4. POSITION UF to secure additional grants and resources.

ENDOWED POSITIONS

STATUS REPORT

42 Confirmed (since June 2014)

11 In Process (anticipated close by June 2017)

50 FY Target

Reflections

Steward/
Celebrate

Ambassadors'
Roles

Call to Action

Carry the
Message

Kickoff

Educate/
Inspire

Ambassadors'
Roles

Call to Action

Game Day

Educate/
Inspire

Call to Action

Post Kickoff/ Roadshow

Steward

Referrals

Close Calendar
Year End Gifts

Embrace Excellence



Marshall Criser

KEY ACHIEVEMENTS

- ★ 58 Endowed Eminent Scholar Chairs
- ★ 47 Endowed Professorships
- ★ Construction of the Samuel P. Harn Museum of Art (pictured here)



David and Mary Ann Cofrin

\$392M | 1986-92

The 5-year **Embrace Excellence** campaign officially closed in January 1992 with **\$392.6M** in private support. It surpassed the original goal of \$250M with gifts or gift commitments from more than **100,000** donors. At the time, **Embrace Excellence** was the third largest campaign by a public university.

Fred and Aleta Fisher



Alfred McKethan



Ben Hill Griffin, Jr.



Marshall E. Rinker, Sr.



It's Performance That Counts



John Lombardi

KEY ACHIEVEMENTS

- ★ 339 New Scholarships and Fellowships
- ★ 57 Endowed Professorships and 5 Eminent Scholar Chairs
- ★ Construction of Emerson Alumni Hall (pictured here)



Bill and Jane Emerson

\$850M | 1995-00

The 5-year **It's Performance That Counts** campaign officially concluded in December 2000 with **\$850.4M** in private support. It surpassed the initial goal of \$500M and a revised goal of \$750M with gifts or gift commitments from more than **130,000** donors.

John and Emily Higdon



Allen Lastinger, Jr.



Fred Levin



Jerry and Judy Davis



Florida Tomorrow



Bernie Machen

KEY ACHIEVEMENTS

- ★ 104 New Endowed Professorships
- ★ 250 Machen Florida Opportunity Scholarships
- ★ Construction of the George T. Harrell Medical Education Building (*pictured here*)



Jim and Carolee Free

\$1.7B | 2005-12

The 7-year **Florida Tomorrow** campaign officially concluded in October 2012 with **\$1.72B** in private support, which surpassed the initial goal of **\$1.5B** with over **865,000** gifts. At the time, **Florida Tomorrow** was one of the top ten most successful campaigns by a public university.

Earl Powell



Beth McCague



Bill and Hazel Hough



Bill Heavener



KICKOFF CONCEPTS (OCT. 13, 2017)

1. Flag Ceremony
2. Multimedia Projection
3. President Fuchs
4. Campaign Video
5. Segment: Your Environment
6. Segment: Your Health
7. Segment: Your World
8. Segment: Your Ideas
9. Call to Action
10. Finale

POST KICKOFF

20

OCT. / NOV. / DEC. 2017

Focused execution on closing major gifts.

- Steward kickoff attendees
- Engage kickoff non-attendees
- Drive campaign messaging at all levels

ROADSHOW

JAN. - JUNE 2018

- San Francisco
- Orlando
- New York
- Naples

- Share Your (and Other) Stories
- Get Involved
 - Meet with Alumni and Friends
 - BOT/ UFF/ UFAA/ UF Leadership

QUESTIONS

