

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

- 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.

# 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.

## STATUS REPORT

42 Confirmed (since June 2014)

11 In Process (anticipated close by June 2017)

50 FY Target

## KICKOFF WEEKEND

# Reflections

**Kickoff** 

**Game Day** 

Post Kickoff/ Roadshow

Steward/ Celebrate

Ambassadors' Roles

Call to Action

Carry the Message Educate/ Inspire

Ambassadors' Roles

Call to Action

Educate/ Inspire

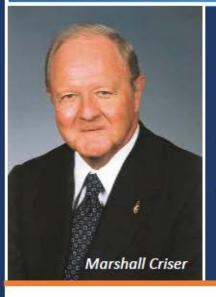
Call to Action

Steward

Referrals

Close Calendar Year End Gifts

# **Embrace Excellence**



#### **KEY ACHIEVEMENTS**

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



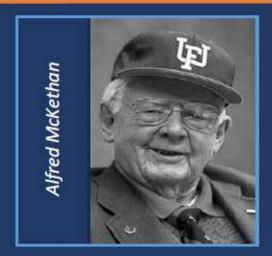


David and Mary Ann Cofrin

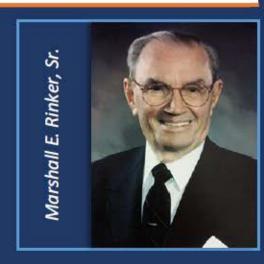
## \$392M | 1986-92

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.

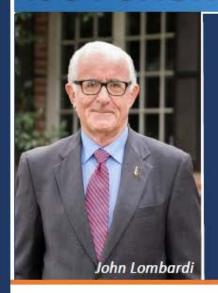








# It's Performance That Counts



#### **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

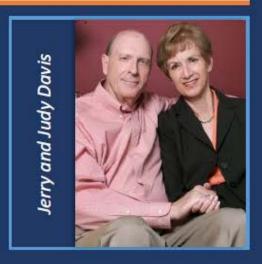
## \$850M | 1995-00

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.

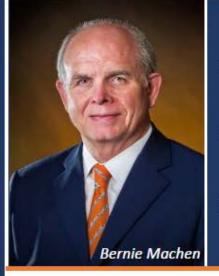








# Florida Tomorrow



#### **KEY ACHIEVEMENTS**

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

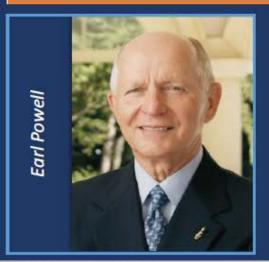




Jim and Carole Free

\$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.









# 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

OCT./ NOV./ DEC. 2017

Focused execution on closing major gifts.

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

**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

