Campaign Public Launch

Faculty Senate Meeting
Bernath Auditorium ~ Undergraduate Library
October 1, 2014
On October 9, Wayne State University will publicly launch its university-wide campaign.

The goal is to raise $750 million by the end of 2018 in celebration of the university’s 150th anniversary.
Goals and priorities

- Students are our number one priority.
The university has set a goal for one-quarter of our campaign total to ensure permanent endowment funding, with the primary focus of new endowment resources to support our students and faculty.

- **10%** Facilities
- **25%** Endowment
- **65%** Current-use funds for student and faculty programming
What counts?

• Donors are encouraged to support the area they are most passionate about at Wayne State.

• Every gift to every area of Wayne State counts toward our $750 million goal.
Progress so far

- The generosity of alumni, friends, corporations and foundations has helped us reach nearly half of our $750 million goal

- Every gift matters
  - 80 percent of gifts received during the silent phase were for $1,000 or less
Campaign launch
The Champions: Faculty/Staff Donor Reception
- Time: 8:30 – 10:00 AM
- Location: Welcome Center

The Story: Press Announcement
- Time: 10:00 – 10:45 AM
- Location: Welcome Center
October 9, 2014

• School/College/Unit Showcases
  • Time: 1:00 – 3:00 PM
  • Location: Schools/Colleges/Units

• Anthony Wayne Society Reception
  • Time: 2:30 – 3:30 PM
  • Location: Welcome Center
• The Premiere
  • Time: 4:00 – 5:00 PM
  • Location: Hilberry Theatre

• The Gala: Donor Dinner
  • Time: 6:00 – 8:00 PM
  • Location: Community Arts Auditorium

• The Celebration: Student Event
  • Time: 8:00 – 10:00 PM
  • Location: Reuther Mall
October 10, 2014

- Golden Jubilee (50th reunion)
  - Time: 10:30 AM - 2:00 PM
  - Location: Alumni House
Launch day information

- go.wayne.edu/giving-campaign
  
  Detailed program

  Downloadable map

  Parking locations
  (complimentary on launch day)

  Shuttle information
Launch invitation

Join Us
Launch promotion

• E-invitation to all faculty and staff

• Campaign committees preview – Sept. 12

• Wayne Insiders – Sept. 23

• Social media – preview video
Communication assets
and marketing materials
• All fundraising communication will follow the campaign brand after launch.

• The flexibility of the campaign brand will support unit-based fundraising while also connecting donors to the university overall.
Brief copy that gives an overview of the campaign and explains the importance of pivotal moments. Lorum ipsum set dolor e pluribus unum. Qualit fors pel insor. Lorum ipsum set dolor farant jum

REACHING OUR GOAL OF $20 MILLION
Brief copy to explain the timeline and the continued generous contributions to the campaign. Roll over colored bars to reveal each school's contribution to the
Case statement
A MOMENT TO
Inspire

What do you want to be when you grow up? For Jaron Bentley, this question had an easy answer. He wanted to be an engineer. But when he did poorly in math during the sixth grade, he was unsure if he could reach this goal. Then a teacher led him to Math Corps, a Wayne State program for Detroit middle and high school students. That pivotal moment set him on a path of achievement.

A successful engineering education at Wayne State, internships, and returning to Math Corps as a mentor followed for Jaron. Now, he wants to study intellectual property law, guiding inventors, entrepreneurs, and innovators. Most of all, he wants to help future engineering students find what they want to be when they grow up.

“Ever since I was a kid, I always liked playing with Legos and taking things apart. Engineering just seemed like the perfect fit. I could use math and science to discover different things and create and build stuff.”

Jaron Bentley
B.S. in Mechanical Engineering
College of Engineering
"You can tell merely by the way the air feels that something has happened, that what you've created has changed something in you and in someone else."

Annie Keris
M.F.A. in Theatre
College of Fine, Performing and Communication Arts

A MOMENT TO Create

Intensely prepared, Annie Keris stepped on stage with just the right amount of nervousness. She gave herself over to the world invented by the Hilberry Theatre company. The audience followed along with her, through joy, shock and heartbreak. They connected. And although the moment was fleeting, the emotions lingered much longer.

Annie has created many of these pivotal moments at Wayne State, moments that have changed her life and the lives of others. It's why she loves the theatre. She has shared something profound with audiences. They will never forget it—and neither will she.
• Special campaign issue
• Highlight launch
• Importance of the campaign and its priorities
• Campaign volunteers
• Impact of giving so far
• Alumni stories
How can you help?
Your role in the campaign

- Set a leadership example for giving
- Help identify prospects
- Make introductions
- Strategize on engagement
Questions?