

UNIVERSITY OF NORTH CAROLINA AT CHARLOTTE

CAMPAIGN FEASIBILITY STUDY
KEY FINDINGS

UNIVERSITY FACULTY COUNCIL

APRIL 24, 2014

Major Recommendation

- Plan and conduct a phased comprehensive campaign with an initial working goal of \$200 million in gift commitments in support of UNC Charlotte's strategic priorities and initiatives.
- Leverage Chancellor Phil Dubois' highly regarded leadership in fundraising and campaign implementation.
- Revise and refine the case for support and giving initiatives as they relate to the campaign.
- Build internal capacity for fundraising in key areas of major gifts, prospect management, and operations support.

Case for Support

- Overwhelmingly those interviewed were supportive of the university and inspired by the progress and strategic growth of UNC Charlotte.
- The Power of Education (student scholarship) priority area more readily resonated with prospects as it was easier to understand, and interviewees could relate to the experience of receiving student financial support.
- Participants would like to have more definition around creating new horizons and big ideas, with a focus on areas of strength such as DSBA program.
- People are supportive of athletics focus as a natural next step in establishing the football program, but the plan for moving to the next level was not well understood and more specifics about the initiative will be needed.
- The creation of a compelling message for the campaign that delineates impact on UNC Charlotte and the community, region, and beyond will be important to inspire special gifts and convince prospects to give.

Leadership

- Chancellor Dubois is universally recognized as providing strong leadership and putting in place a highly professional and capable management team.
- Most interviewees expressed a willingness to help by opening doors, identifying potential donors, and helping in spheres of influence.

Internal Readiness

- Implementing the campaign will require a strong and mature university advancement program that can compete with other top universities in North Carolina and beyond.
- The planned giving program at the university is growing as the first generations of alumni are reaching the target age for estate planning.

NEXT STEPS

Critical Components for the Campaign

Campaign Planning

- Complete campaign plan and related policies.
- Build prospect pipeline and internal capacity.
- Develop volunteer leadership structures and identify and recruit top leaders.
- Increase coordination and planning for case.

Nucleus Phase

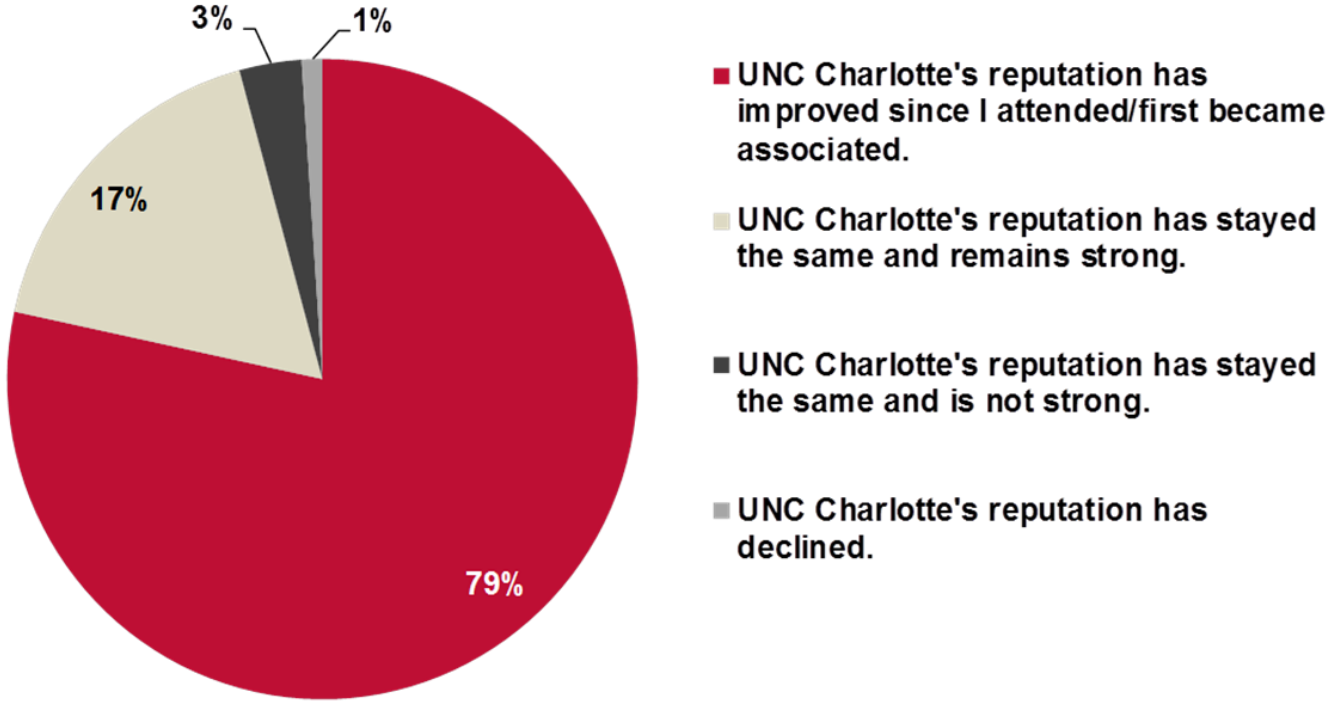
- Refine and promote top giving opportunities.
- Build donor ownership, stewardship, and partnership.
- Reach 50% of the projected goal.
- Secure 20+ gifts of \$1 million+.

Kick-Off

- Reassess the final goal and timeline of the campaign.
- Increase outreach within and beyond the Charlotte region.
- Utilize campaign excitement to highlight the impact and achievements of UNC Charlotte.

UNC Charlotte's reputation and caliber is largely viewed as growing in stature.

What is your perception of UNC Charlotte today?



Source: UNC Charlotte Alumni and Friends Survey