University of Houston
CAPITAL CAMPAIGN
Board of Regents Meeting
October 12, 2012
Why Have a Campaign?

1. It’s Our Time to Shine!
2. Big Ideas Inspire Big Gifts
3. Set Fundraising Bar to Tier One Heights
1. Polish Big Rocks
   
   ARTS
   ATHLETICS
   ENERGY
   HEALTH
   STUDENT SUCCESS

2. Build Volunteer Base

3. Explode Our Reach in Houston
What Stands Between Us & A Campaign?

1. Resources & Campaign Budget
2. Clearly Articulated Case for Support
3. Widespread Alumni Engagement
4. Influential Volunteers Committed to Our Success
Campaign Timeline

BOR - G-35

Planning Committee
Budget & Resources
Pre-Campaign Activities
Branding & Campaign Messages
Leadership Gifts
Feasibility Study
Volunteer Leadership
Board of Visitors

PLANNING
SEPT 2012
QUIET
SEPT 2014
PUBLIC
SEPT 2016
GOAL
SEPT 2020
CELEBRATE SUCCESS!
Getting to $1$ Billion: Increase Resources

Gifts of $55-99M  University of Houston
Budget: $9.6M

Gifts of $55-99M  National Average
Budget: $12.8M

GOAL: Gifts of $100-199M
Budget: $16M
## Getting to $1 Billion: Increase Gifts

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- **$100M**: 1
- **$150M**: 1
- **$350M**: 1
- **$400M**: 1

**Total**: $1 Billion
Requires a Collective Effort

BOARD OF REGENTS

CHANCELLOR

VOLUNTEERS

DONORS

ALUMNI

STUDENTS/FACULTY