10/12/12
BOR – G-30

University of Houston
Capital Campaign

Board of Regents Meeting

October 12, 2012

Overview for Board of Regents

1. Reasons for a Campaign and for UH Campaign
2. Timeline
3. Gift Table
4. Staffing
5. Budget

Why Have a Campaign?

1. Our Time to Shine
2. Internal Discussion of Priorities
3. Reach Out to Houston Community

Campaign at UH?

1. Polish Big Rocks
   - Arts
   - Athletics
   - Energy
   - Health
   - Student Success
2. Build Volunteer Base
3. Explode Our Reach in Houston
4. Set Fundraising Bar Higher

What Stands Between Us and Having a Campaign?

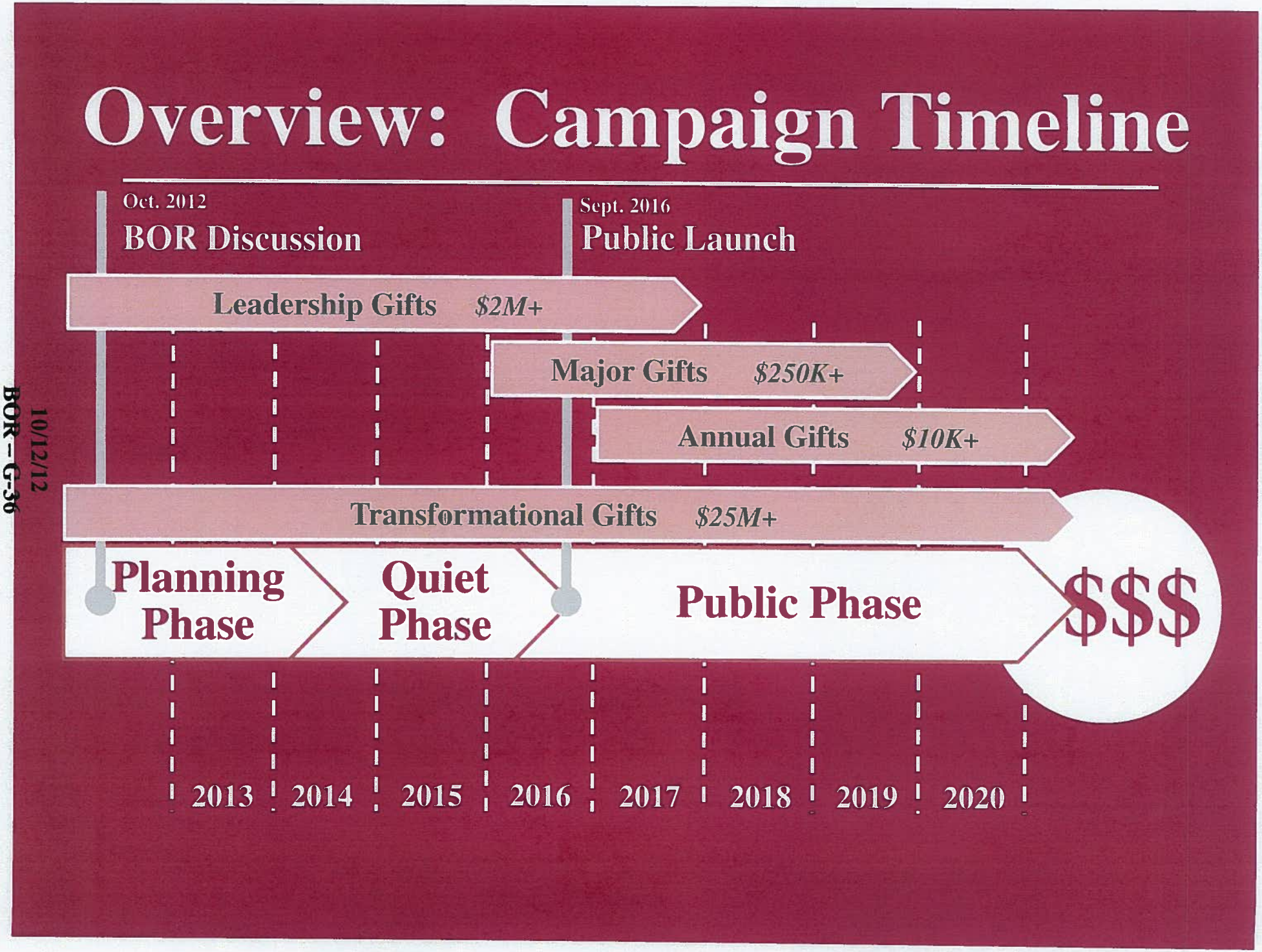
1. Campaign Budget
2. Houston Embraces University Priorities
3. Widespread Alumni Engagement
4. Fundraising & Volunteer Leadership

Overview: Campaign Timeline

September 1, 2012 – August 31, 2020



Overview: Campaign Timeline



When Do We Tell the Public?



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Year One: Planning Phase

Through – August 31, 2013

Year One: Planning Phase

Through – August 31, 2013

- Campaign Planning Committee
- Campaign Budget
- Campaign Gift Counting Guidelines

Year One: Planning Phase Continued

- Pre-Campaign Engagement Activities
- Campaign Messaging & Themes
- Leadership Gifts for Nucleus Fund

Campaign Planning Committee Responsibilities

1. Volunteer Force
2. Gift Commitment
3. Short Term Time Commitment
4. Guidance & Advice
5. Host Meetings & Functions

Summary Thus Far

By August 31, 2013:

1. Established Campaign Priorities
2. Built Volunteer Base
3. Spread the Word
4. Delivered Transformational Asks

Year Two: Planning Phase

September 1, 2013 – August 31, 2014

Year Two: Planning Phase

September 1, 2013 – August 31, 2014

- Feasibility Study
- Campaign Leadership
- Board of Visitors

Years Three and Four: Quiet Phase of Campaign

September 1, 2014 – August 31, 2016

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Quiet Phase of Campaign

Goals:

1. Secure Transformational Gifts
2. Accelerate Gifts At All Levels
3. Cross Half Way Mark Toward Goal
4. Recognize Donors
5. Prepare for Campaign Launch

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Years Five, Six, and Seven: The Campaign For Houston

September 1, 2016 – August 31, 2020

Campaign Public Launch and Kick Off Events



Final Years of Campaign



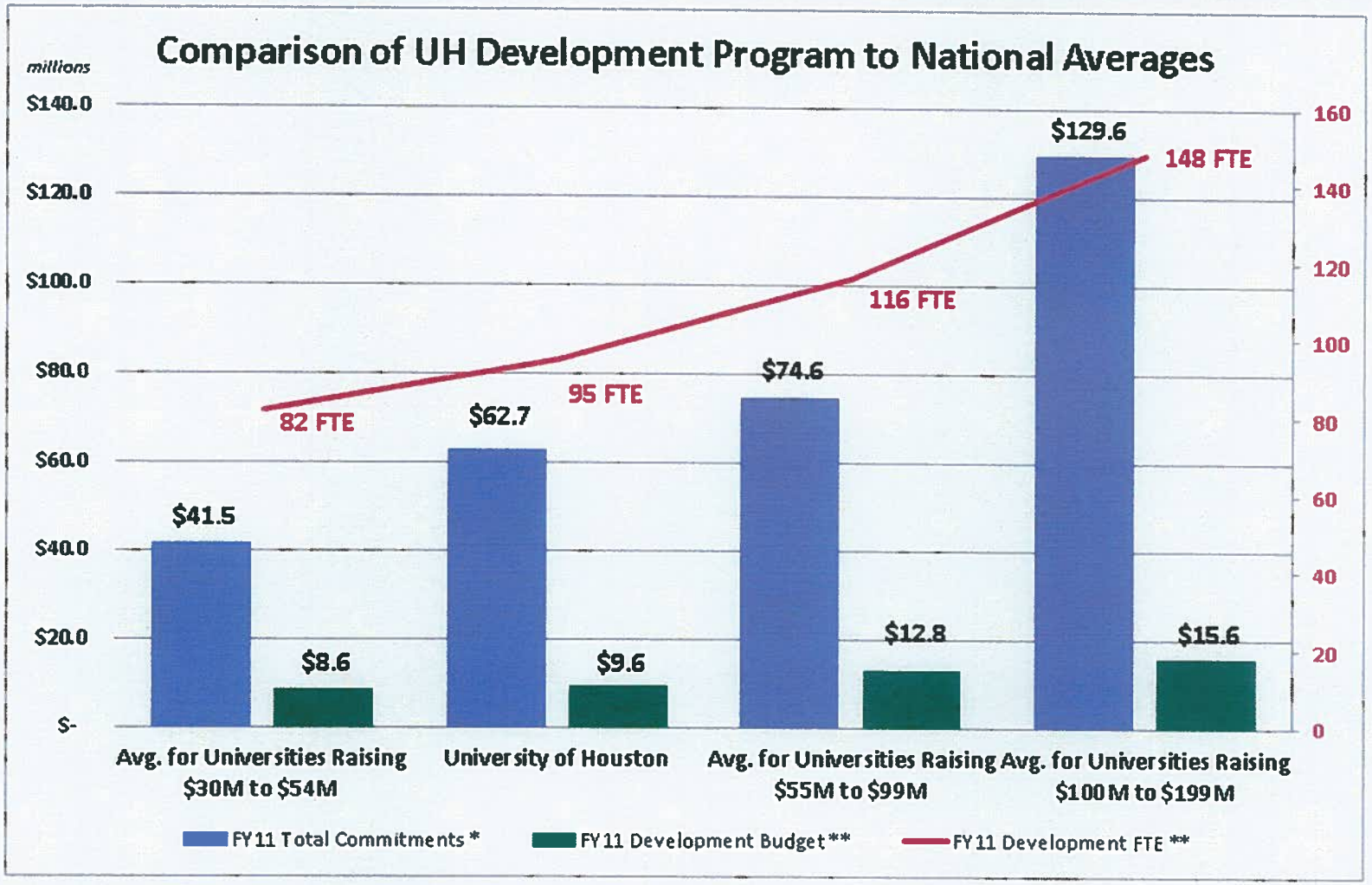
MAKE HOUSTON RED



Behind the Curtain

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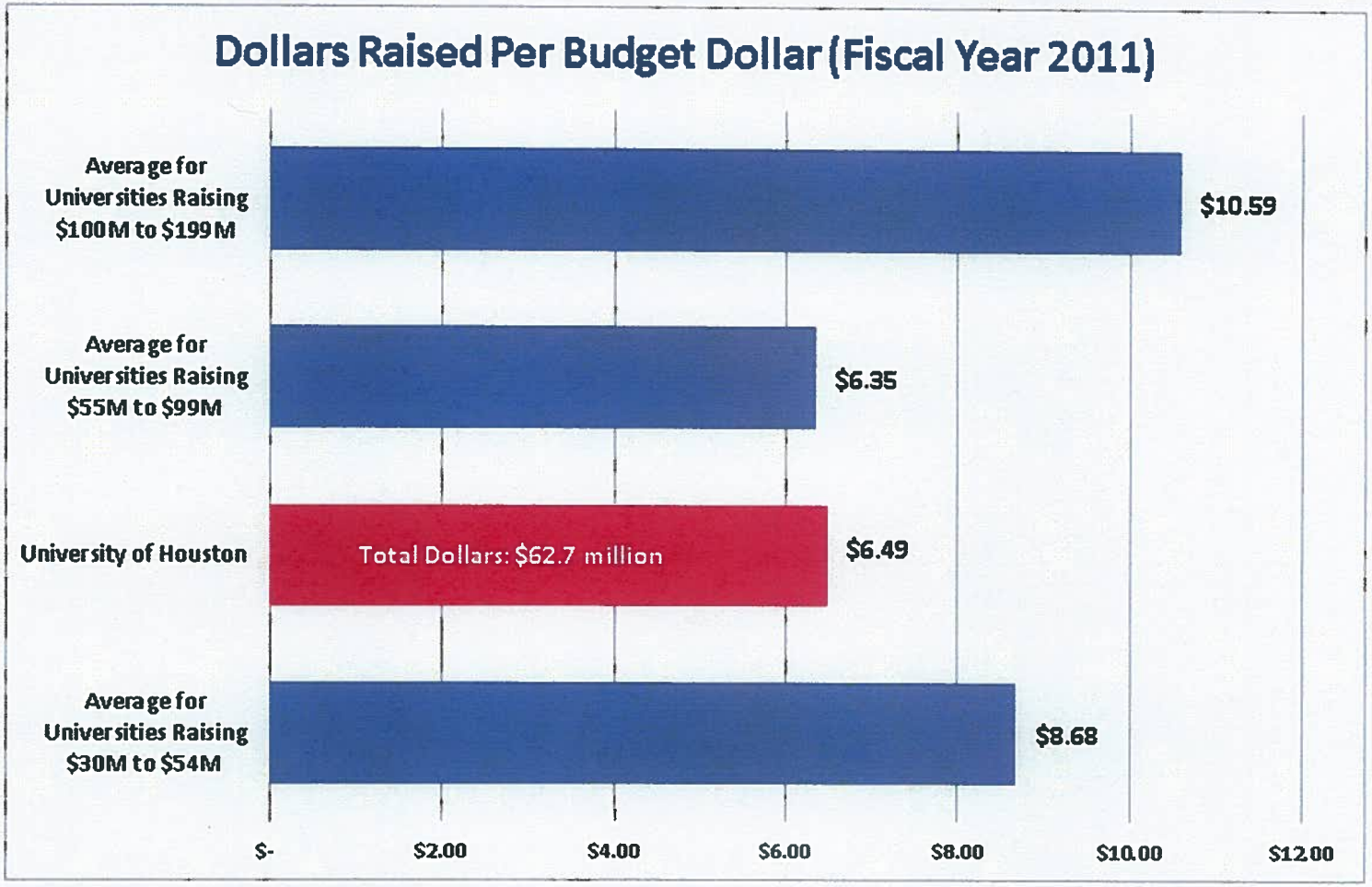
How to Get to $1 Billion: Increase Resources



*Notes: *excludes private grants; **excludes media relations, university-wide marketing, and alumni organization*

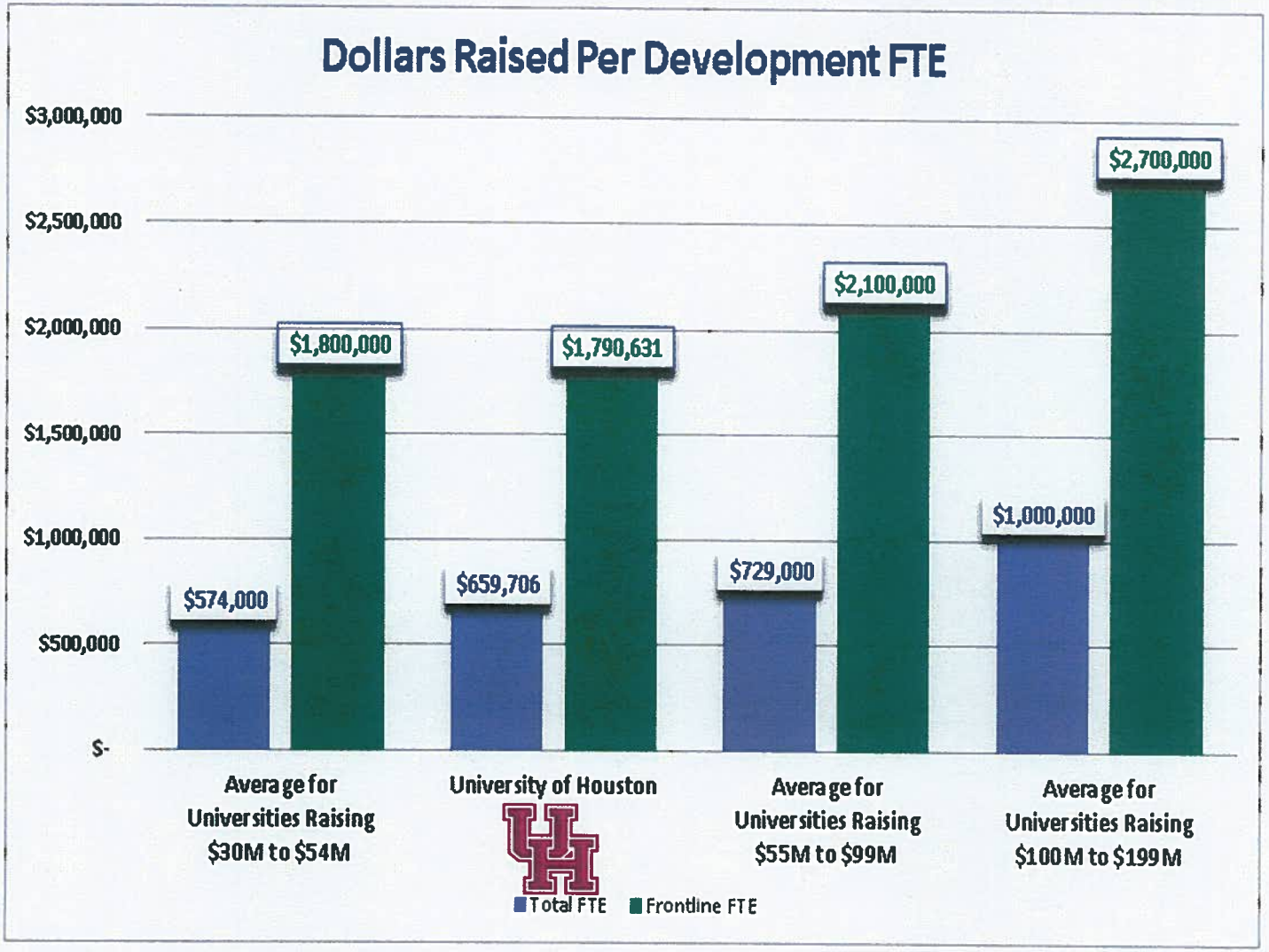
Source: Eduventures Survey: Managing Returns on Advancement Investments (2012)

How to Get to $1 Billion: Increase Budget



Source: Eduventures Survey: Managing Returns on Advancement Investments (2012)

How to Get to $1 Billion: Increase Frontline Fundraisers

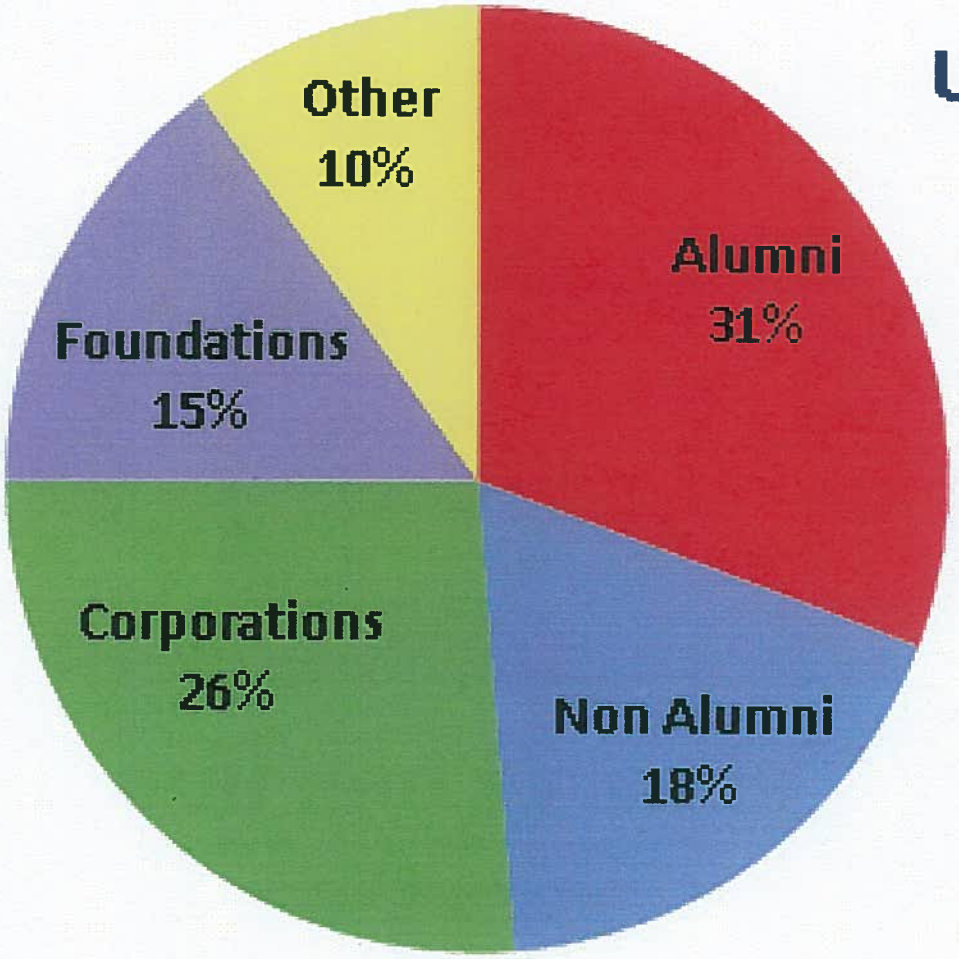


Source: Eduventures Survey: Managing Returns on Advancement Investments (2012)

How to Get to $1 Billion: Gifts

Gift Level	Gifts Needed	Dollars	Cumulative Dollars
$25 million +	4	$100 million	$100 million
$10 million	7	$70 million	$170 million
$5 million	40	$200 million	$370 million
$1 million	100	$100 million	$470 million
$500,000	200	$100 million	$570 million
$250,000	750	$188 million	$758 million
$100,000	1,500	$150 million	$908 million
<$100,000	Many	$92 million	$1 billion

Alumni and Friends



University of Houston

FY2012
Gifts & Pledges
by Donor Source

How to Achieve Success

1. Inspire Houstonians to Invest in Their University

2. Alumni Will Bring Us Home

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Questions?

