

Board of Trustees Advancement Committee Thursday, September 26, 2013 9:00 -- 9:45 a.m. Live Oak Room Conference call in phone number 800-442-5794, passcode 463796

AGENDA

I. CALL TO ORDER Rich Crotty

Chair, Advancement Committee

II. ROLL CALL Carol Wyatt

Senior Administrative Assistant, UCF Foundation

III. APPROVAL OF MINUTES Chair Crotty

IV. ADVANCEMENT COMMITTEE UPDATES

Alumni, Development, and Foundation Robert Holmes

Vice President for Alumni Relations and Development and CEO, UCF Foundation, Inc.

Campaign for UCF Planning and Update Presentation (INFOC-1)

Robert Holmes

University and Government Relations
 Dan Holsenbeck

Vice President for University Relations

• Strategy, Marketing, Communications, and

Admissions

Al Harms

Vice President for Strategy, Marketing, Communications, and Admissions



CAMPAIGN FOR UCF

PLANNING AND UPDATE BOARD OF TRUSTEES SEPTEMBER 26, 2013

DRAFT

Raise a large amount of money for defined UCF strategic priorities and initiatives over a specified time period.

- Initial working dollar goal versus final goal.
- UCF strategic initiatives and priorities.
- College, athletics, and other unit initiatives and priorities.
- Campaign "beginning and end" dates.
- Outright cash gifts and documented cash pledges, real estate, gifts-in-kind, and planned gift commitments.

Campaign Timeline for a Seven-year Comprehensive Campaign

Phase I: Campaign Planning

One Year

Phase II: Nucleus and Leadership Gifts

Two to Three Years

Public Announcement and Kick-Off Phase IV: General Gifts

Three to Four Years

Victory Celebration

Phase I: Campaign Planning

- ✓ UCF overarching strategic priorities/initiatives.
- ✓ College, athletics, and other unit priorities/initiatives.
- ✓ Case-stating materials with compelling vision and expected impacts beyond UCF that motivate donors.
- ✓ Donor analysis: wealth screening, predictive modeling, and campaign analytics.
- ✓ Internal readiness.
- ✓ External interviews.
- ✓ Pre-selling.
- ✓ Campaign budget.
- ✓ University Trustees, Foundation Directors, and Alumni Board Ownership.
- ✓ Volunteer Enlistment.

Phase II: Nucleus and Leadership Gifts

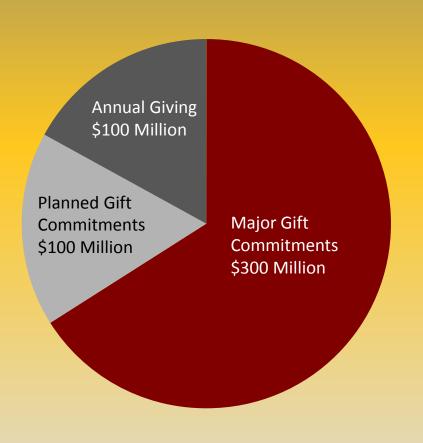
- ✓ Cultivate and solicit top prospects.
- ✓ Secure 100% major gift participation by campaign volunteer leadership.
- ✓ Executive internal and external marketing strategies.
- ✓ Continue prospecting and prospect development.
- ✓ Redefine campaign priorities (as required).
- ✓ Set campaign dollar goal (based on having secured at least 60% in documented gift commitments).

Phase III: General Gifts

- ✓ Hold multiple events for UCF alumni and friends to increase campaign awareness.
- ✓ Solicit and close remaining major gift prospects.
- ✓ Provide opportunities for all UCF alumni and friends to make special campaign gift commitments.
- ✓ Monitor progress toward campaign priorities—both UCF-wide and college, athletics, and other units.
- ✓ Make adjustments in campaign strategies as required.
- ✓ Recognize and steward campaign donors.
- ✓ Continue to raise current-use funds through annual giving programs.
- ✓ Celebrate victory.
- ✓ Conduct post-campaign evaluation.

Campaign Overview

UCF Foundation \$500 Million Campaign



Gift commitments include:

- Outright gifts received
- New documented pledges
- New documented planned gift commitments

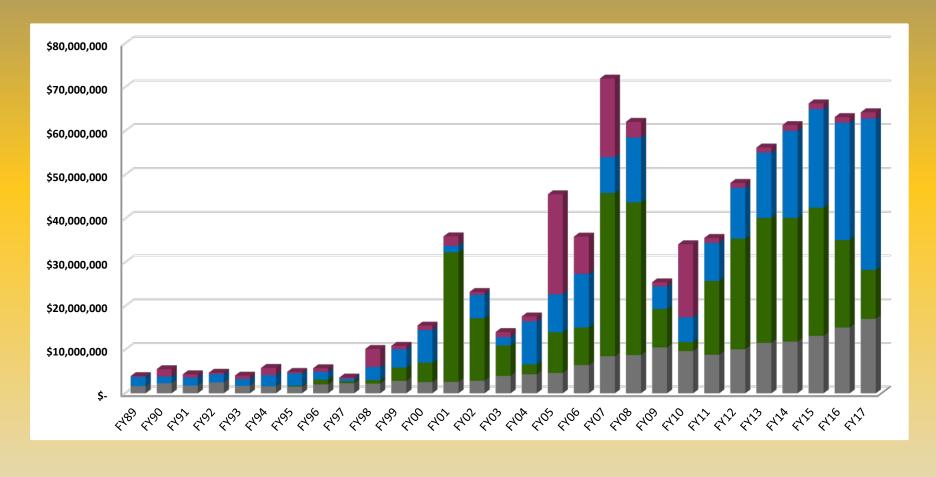
Campaign Overview

UCF Foundation \$300 Million Major Gifts Table

(\$100 million in annual giving and \$100 million in planned gift commitments are not included)

Gifts	Averaging	Equaling	Totaling
1	\$30,000,000	\$30,000,000	\$30,000,000
2	\$15,000,000	\$30,000,000	\$60,000,000
4	\$ 7,500,000	\$30,000,000	\$90,000,000
8	\$ 5,000,000	\$40,000,000	\$130,000,000
20	\$ 2,500,000	\$50,000,000	\$180,000,000
40	\$ 1,000,000	\$40,000,000	\$220,000,000
60	\$ 500,000	\$30,000,000	\$250,000,000
80	\$ 250,000	\$20,000,000	\$270,000,000
100	\$ 100,000	\$10,000,000	\$280,000,000
200	\$ 50,000	\$10,000,000	\$290,000,000
400	\$ 25,000	\$10,000,000	\$300,000,000

Fundraising – Now and Then FY'89 through Projected FY'17



Notes: 1) State Match received and anticipated included

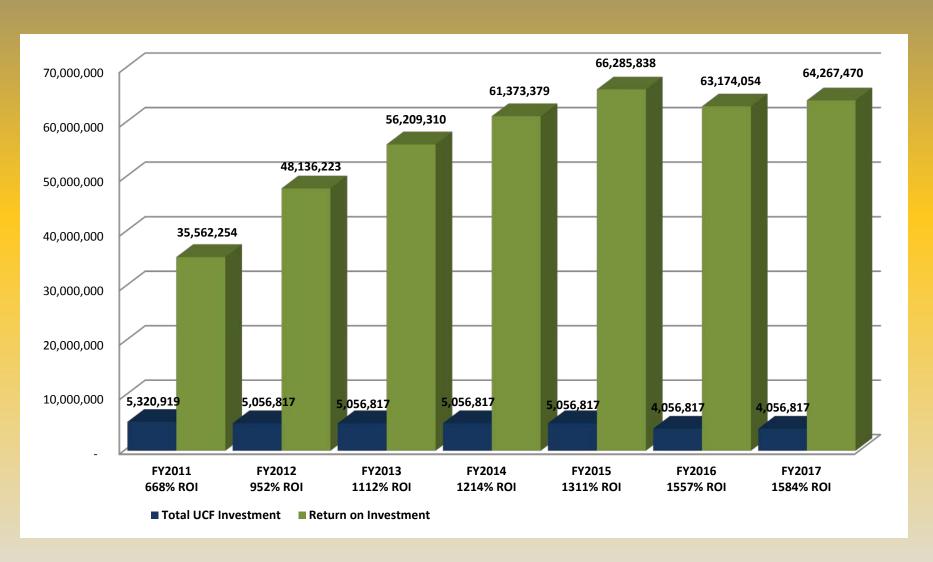
Annual

■ Capital

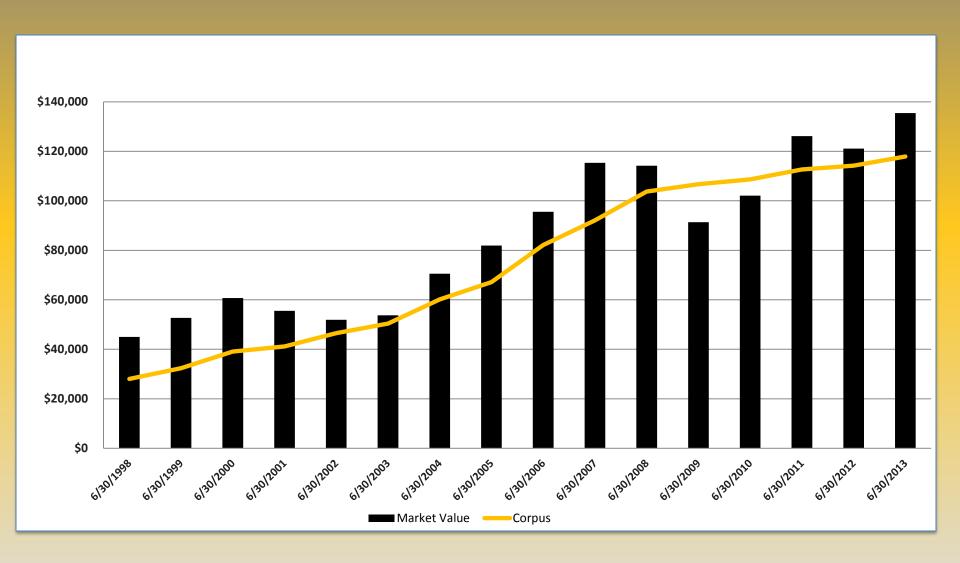
■ Endowed

■ Gifts-in-Kind

Return on Total UCF Investment



Endowment Value vs. Corpus Since (In Thousands)



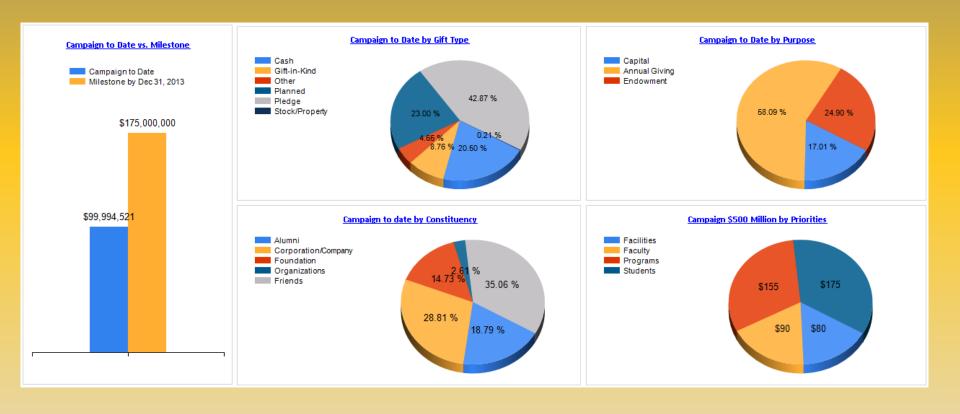
Endowment Growth to Year 2017

using fundraising projections,
With 7.25% appreciation less 4.5% spending each year

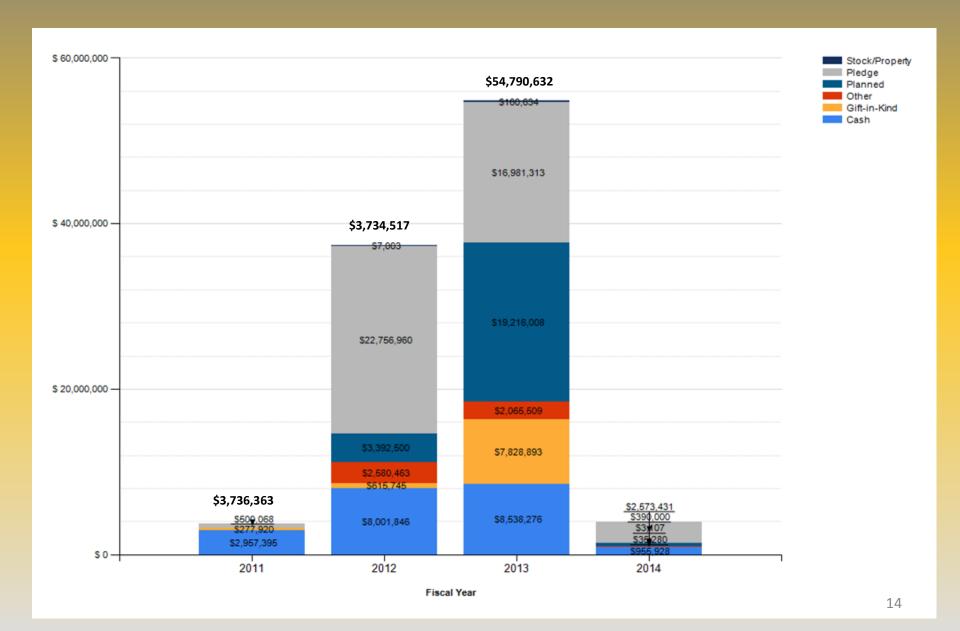


UCF Campaign Dashboard

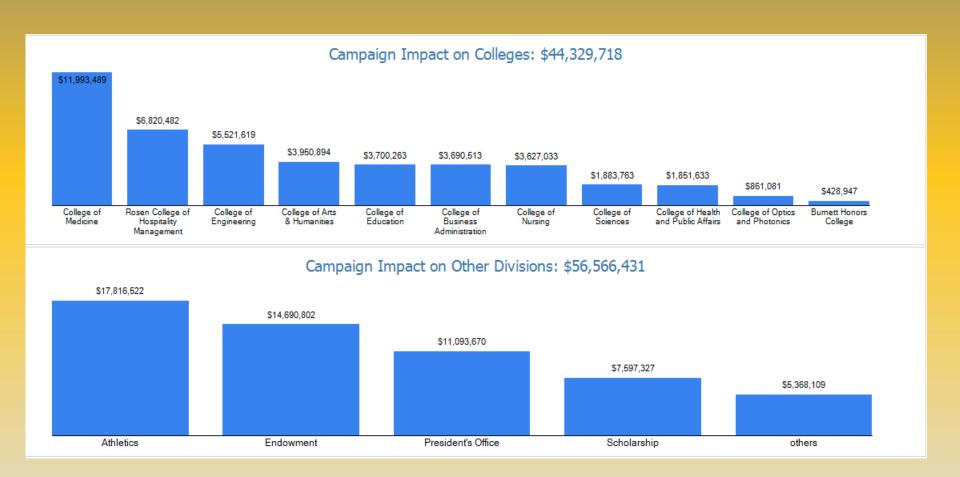
July 1, 2011 through



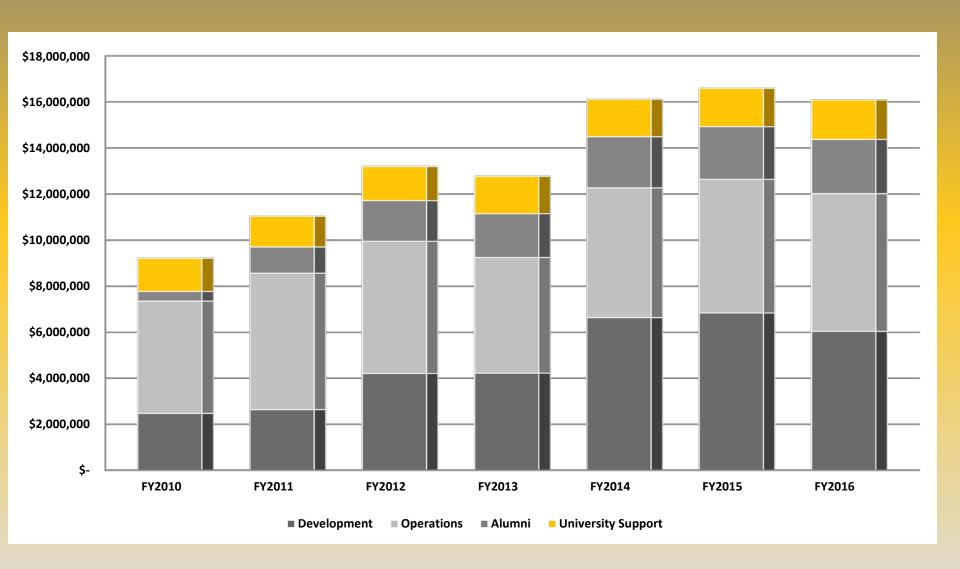
\$99,838,278 Total Campaign Giving by Fiscal Year



Campaign Impact

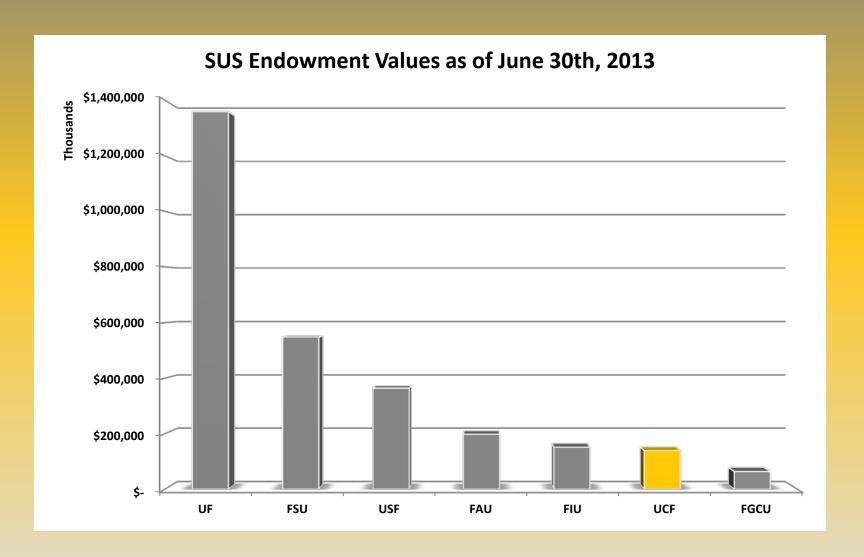


FUCF oundation Expenses Projected Through FY2016



University System Endowment Comparison

Period ending June 30, 2013



University System Endowment Performance

Period ending June 30, 2013

	1 YR	3 YR	5 YR	10 YR
Institution	Return	Return	Return	Return
USF	13.70%	12.40%	5.80%	8.60%
FSU	13.30%	10.30%	4.40%	7.10%
UCF	12.22%	10.83%	4.66%	
FIU	11.60%	10.70%	4.40%	6.70%
FGCU	12.00%	9.70%	3.50%	
FAU	11.60%	9.70%	3.60%	7.40%
UF	9.06%	8.59%	3.03%	

MATRIX FOR GIFTS IN 2014										
	Financial Goals					Contact Goals				
Title	2014 Cash & Payments	Pledge Installment Recurrence	2014 New Pledges	2014 Deferred Commitments	2014 Anticipated Gift In-Kind Donations	I I I DOD Production	Personal Visits Goal	Qualified Prospects	Proposal Goal	Portfolio Goal
	The UCF Fund (ac	ademics)								
DOD UCF Fund Asst DOD UCF Fund Asst DOD UCF Fund Contractor	\$669,000 \$95,126 \$126,369 \$3,500,000 \$4,390,495	\$532,000 \$15,626 \$46,869 \$0 \$594,495	\$500,000 \$250,000 \$250,000 \$1,000,000	\$150,000 \$150,000 \$150,000 \$450,000	\$0 \$0 \$0	\$510,752 \$573,239 \$3,500,000	100 150 150 0	20 20 20 0	0	100 150 150 0 400
	Major Gifts (acad		\$1,000,000	\$ 130,000	40	Ç0) 13 1,33 I	.00			
ASSOC VP DEV DOD COS DOD RCHM Sr DOD CBA ASST VP DEV DOD COHPA DOD Gift Planning ASST DOD CAH ASSOC DOD BHC DOD CECS ASSOC DOD CON Sr DOD CAH ASST DOD CAH ASST DOD CAH ASST DOD COE DOD CAH ASST VP COM DEV	\$1,878,851 \$701,578 \$367,918 \$379,128 \$708,985 \$426,500 \$206,000 \$137,500 \$84,000 \$140,802 \$498,418 \$258,639 \$439,106 \$803,641 \$221,490 \$735,462	\$11,578 \$155,168 \$164,128 \$428,985 \$0 \$0 \$0 \$7,302 \$78,418 \$139,139 \$199,606 \$702,141 \$24,490 \$115,462	\$10,000,000 \$5,500,000 \$1,200,000 \$1,200,000 \$1,500,000 \$1,000,000 \$1,000,000 \$750,000 \$750,000 \$1,200,000 \$1,200,000 \$1,000,000 \$500,000 \$5,000,000	\$3,500,000 \$1,000,000 \$1,000,000 \$1,500,000 \$2,000,000 \$250,000 \$5,000,000 \$150,000 \$1,000,000 \$1,000,000 \$750,000 \$750,000 \$750,000 \$2,000,000	\$2,000,000 \$500,000 \$5,000,000 \$0 \$0 \$0 \$0 \$50,000 \$175,000 \$0 \$0 \$0 \$0 \$0	\$11,713,156 \$3,223,086 \$7,743,256 \$4,137,969 \$5,426,500 \$1,456,000 \$6,137,500 \$534,000 \$1,448,105 \$4,251,835 \$1,647,777 \$2,838,712 \$2,755,783 \$1,995,979 \$7,900,924	120 100 150 150 150 150 150 150 150 150 15	30 30 30 30 30 30 30 30 30 30 30 30 30	25 30 25 30 30 25 25 30 25 25 30 25 25	60 75 150 150 75 150 150 150 150 150 150 150
Asst DOD COM DOD BSBS Asst VP Dev DOD At-Large DOD Regional Assoc DOD CBA Assoc DOD CECS	\$100,055 \$247,133 \$821,833 \$500,000 \$156,500 \$127,500 \$127,500 \$10,068,538	\$25,805 \$27,633 \$336,833 \$0 \$0 \$0 \$0 \$3,153,038	\$250,000 \$1,200,000 \$3,500,000 \$1,000,000 \$500,000 \$500,000 \$500,000 \$43,850,000	\$500,000	\$0 \$0 \$0 \$0 \$0 \$0 \$0 \$0 \$0 \$0 \$12,775,000	\$2,474,767 \$6,658,665 \$2,000,000 \$756,500 \$727,500 \$727,500	75 150 100 150 150 150 150 3,165	30 30 30	30 30 30 25	80 150 150 150 150 150 150 3,140
DOD Athletics Asst DOD Athletics Asst DOD Athletics	GKC (athletics and \$586,700 \$124,100 \$136,833 \$847,633	\$11,700 \$5,000 \$3,333 \$20,033	\$500,000 \$590,000 \$750,000 \$1,840,000	\$100,000	\$0	\$1,248,400 \$819,100 \$990,167 \$3,057,667	100 150 150 400	30 30 30 90	30 35 30 95	150 150 150 450
Asst VP Athletics Dev Assoc DOD Athletics	\$1,834,848 \$177,000 \$2,011,848		\$3,000,000 \$650,000 \$3,650,000		\$50,000 \$50,000	· · · · · · · · · · · · · · · · · · ·	<u>1</u> 00 75 175	20 20 40	50	120 75 195

Nucleus Phase 2014 Objectives

- Complete Family Board Solicitations
 - Board of UCF Foundation
 - Board of Trustees
 - Board of UCF Athletic Association
 - Board of UCF Alumni Association
- Continue to focus on Top Corporate Prospects (\$1M plus)
- Continue to focus on Leadership Level Individual Prospects (\$1M plus)