Comprehensive Campaign

An integrated, or total development program, based on long-term comprehensive analysis of an organization’s diverse needs: current program support, special purposes, capital, and endowment. These campaigns generally count annual giving as part of the campaign goal.

- Fundraising never stops, but campaigns frame our best ambitions.
- This campaign is focused on people and programs--IMPACT.
- Campaigns are about more than just fundraising.
- Built on the momentum of the 50th and focused on goals and priorities of UMBC’s strategic plan.
- Address our next important fundraising challenge: igniting alumni donors like never before.

Adapted from Capital Campaigns by Robert Pierpont, Indiana University School of Philanthropy, and Capital Campaigns by Andrea Kihlstedt
Momentum from the 50th

We successfully engaged the campus to connect with alumni.

- Exceeded FY17 alumni engagement goal, with 5,500 alumni
  - 50th Anniversary Celebration Weekend drew record numbers to campus: 3,346 total, including nearly 1,500 alumni
- Developed “engagement pathways” to better frame plan, implement, scale, and measure alumni involvement going forward
- Partnered with departments and units to grow engagement events from 50 per year pre-50th to 81 in FY15 to 131 in FY16
50th Anniversary Marketing & Communications

OIA’s Marketing, Communications, and Creative Services staff created the "It Takes Grit To Do Great Things" ad campaign to build pride with alumni and grow awareness of UMBC’s accomplishments with the public.

- BWI banners
- Oriole Park at Camden Yards signage
- Baltimore Sun supplement
- Chronicle of Higher Education ad
Why UMBC? Why Now?

For 50 years, we have called on our GRIT to do GREAT things. Now we are calling on YOU.

This university—your university—has been different from the start. Since our founding, UMBC has been shifting paradigms, opening doors, and raising the bar on the kind of value a university can bring to the world.

Our differences now consistently make us one of the top-ranked universities in innovation, student success, undergraduate teaching, and best value. As the president of Harvard said, “UMBC, you show the world what is possible.”
Why UMBC? Why Now?

While older, better-funded colleges and universities have shaped our nation’s past, **UMBC is poised to shape the future.** Too many people confuse wealth with excellence. A university can gain excellence without a huge endowment. We’ve proven that. But resources are the great differentiator between universities that glimpse but cannot sustain their excellence. Universities that can stay true to their values and those that cannot.

This is why we have launched a **$150 million campaign driven by our most cherished values: inclusive excellence and innovation.** Through this campaign you can help us do what we do best.
Campaign Theme: MAKE BIG BREAKTHROUGHS

“How do we continue to [help] the mission of the University grow? This is how we wanted to pay it forward. This gift will outlast all of us.”

— Jit Sinha, son of Professor Bimal Sinha, for whom an endowed professorship has been named

Spark creativity, originality, and innovation by supporting an inspired mix of people committed to ideas, opportunities, and resources.
Campaign Theme: CREATE TRUE PARTNERSHIPS

“We’re seeing the direct impact every day of the partnership [with UMBC], and I think we’re starting to see how it’s setting our future pathways.” — Najib Jammal, Principal, Lakeland Elementary/Middle School

Partner with citizens, neighborhoods, and industries to develop college to careers pathways, achieve health equity, prepare government and community leaders, secure critical infrastructure, and more.
Campaign Theme: TRANSFORM LIVES

“When I met Dr. Hrabowski, I knew UMBC was where I needed to be. Growing up in East Baltimore, going to college was not a given; UMBC exceeded all of my expectations.”

— Alicia Wilson, Esq. ’04, Vice President, Sagamore Development

Provide learning that looks and feels like the world in which our graduates will work, create, discover, and solve.
Investment Realized

- $92.4M towards campaign goal (through FY ‘17)
- 4 new professorships since 2015
- 300+ development visits with alumni in FY ‘17
- 30% increase in direct support of athletics teams
- Endowment exceeds $87M (with pledges that will exceed $100m when fully executed)
Telling Our Story: Operation True Grit

● Campus-wide initiative to develop authentic, consistent brand identity that advances inclusive excellence and positions UMBC as a campus and partner of choice
  ○ Creative executions that express brand
  ○ Increased effectiveness and efficiency

● Engage campus partners
  ○ Executive and staff teams represent offices and departments that work with external stakeholders
  ○ Meetings with partners to understand individual perspectives

● Deliver:
  ○ Toolkits and training for brand expression that support partners across the University
  ○ Premiere projects (e.g., homepage, viewbook, ads, signage, video)
  ○ Annual marketing communications plans developed with partners