



**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
<i>Chair, Advancement Committee</i> |
| II. ROLL CALL | Carol Wyatt
<i>Senior Administrative Assistant, UCF Foundation</i> |
| III. APPROVAL OF MINUTES | Chair Crotty |
| IV. ADVANCEMENT COMMITTEE UPDATES | |
| <ul style="list-style-type: none">Alumni, Development, and Foundation | Robert Holmes
<i>Vice President for Alumni Relations and Development and CEO, UCF Foundation, Inc.</i> |
| <ul style="list-style-type: none">Campaign for UCF Planning and Update Presentation (INFOC-1) | Robert Holmes |
| <ul style="list-style-type: none">University and Government Relations | Dan Holsenbeck
<i>Vice President for University Relations</i> |
| <ul style="list-style-type: none">Strategy, Marketing, Communications, and Admissions | Al Harms
<i>Vice President for Strategy, Marketing, Communications, and Admissions</i> |



CAMPAIGN FOR UCF

PLANNING AND UPDATE

BOARD OF TRUSTEES

SEPTEMBER 26, 2013

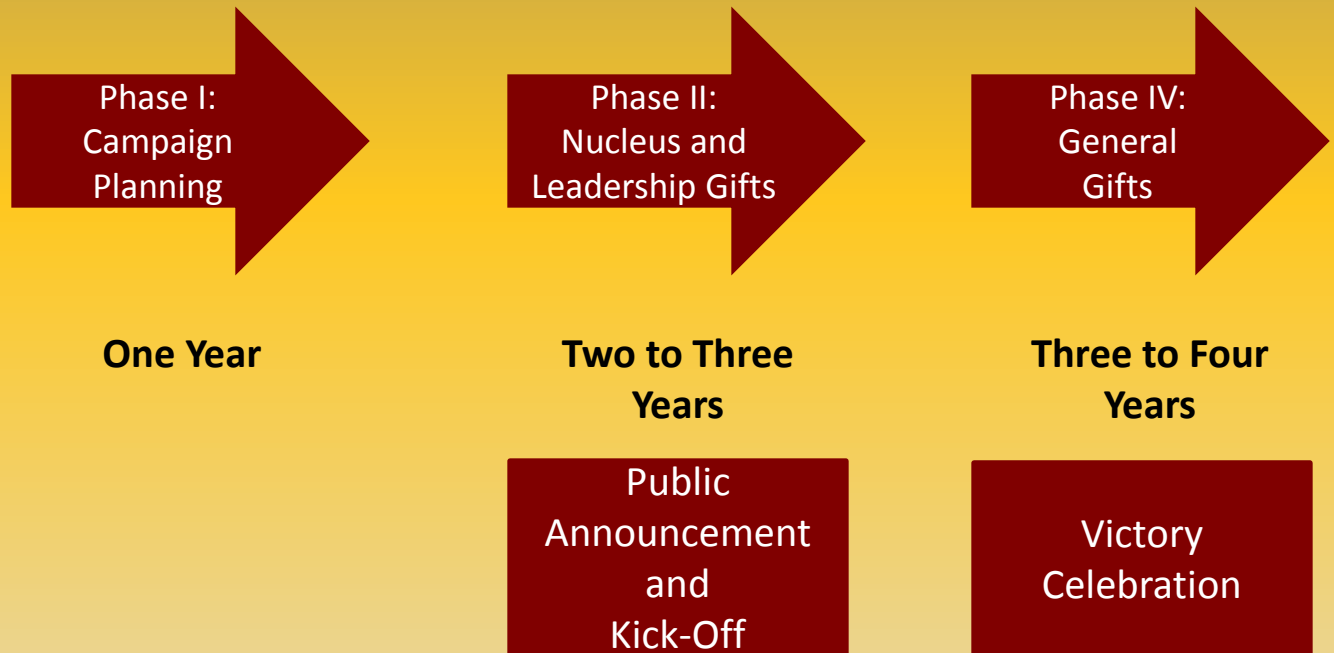
DRAFT

Comprehensive Campaigns

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

- ✓ 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

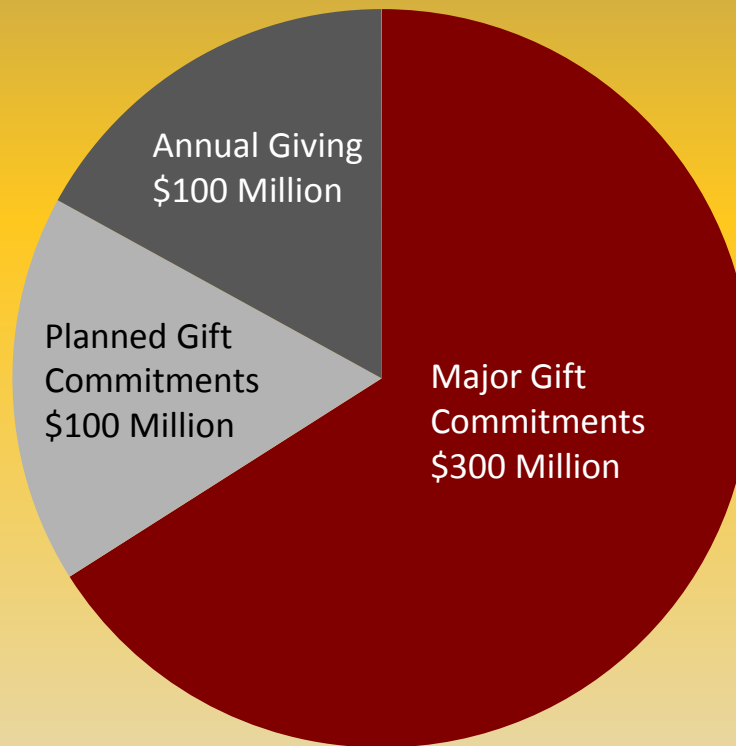
- ✓ Cultivate and solicit top prospects.
- ✓ Secure 100% major gift participation by campaign volunteer leadership.
- ✓ Executive internal and external marketing strategies.
- ✓ Continue prospecting and prospect development.
- ✓ Redefine campaign priorities (as required).
- ✓ Set campaign dollar goal (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

UCF Foundation

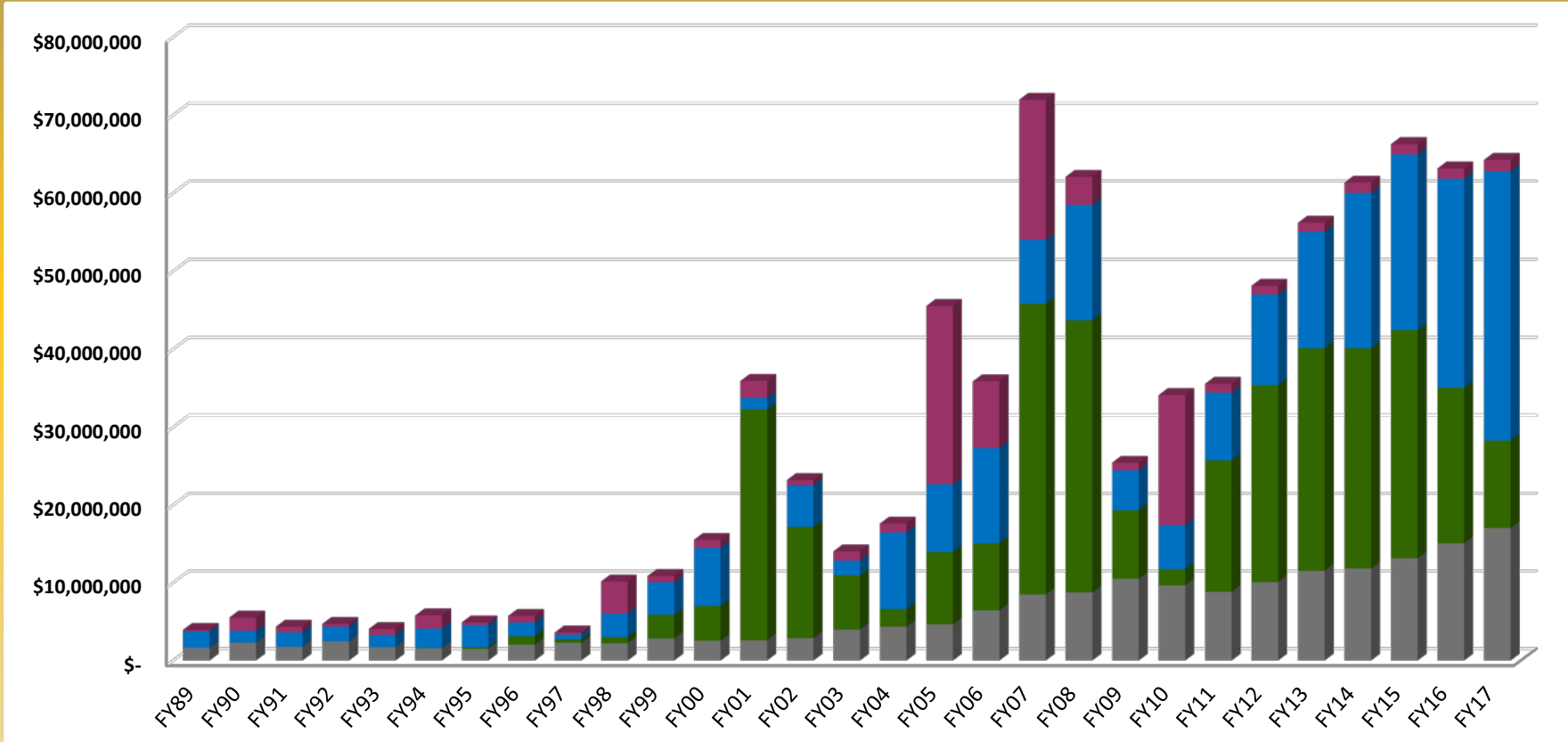
\$300 Million Major Gifts Table

(\$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

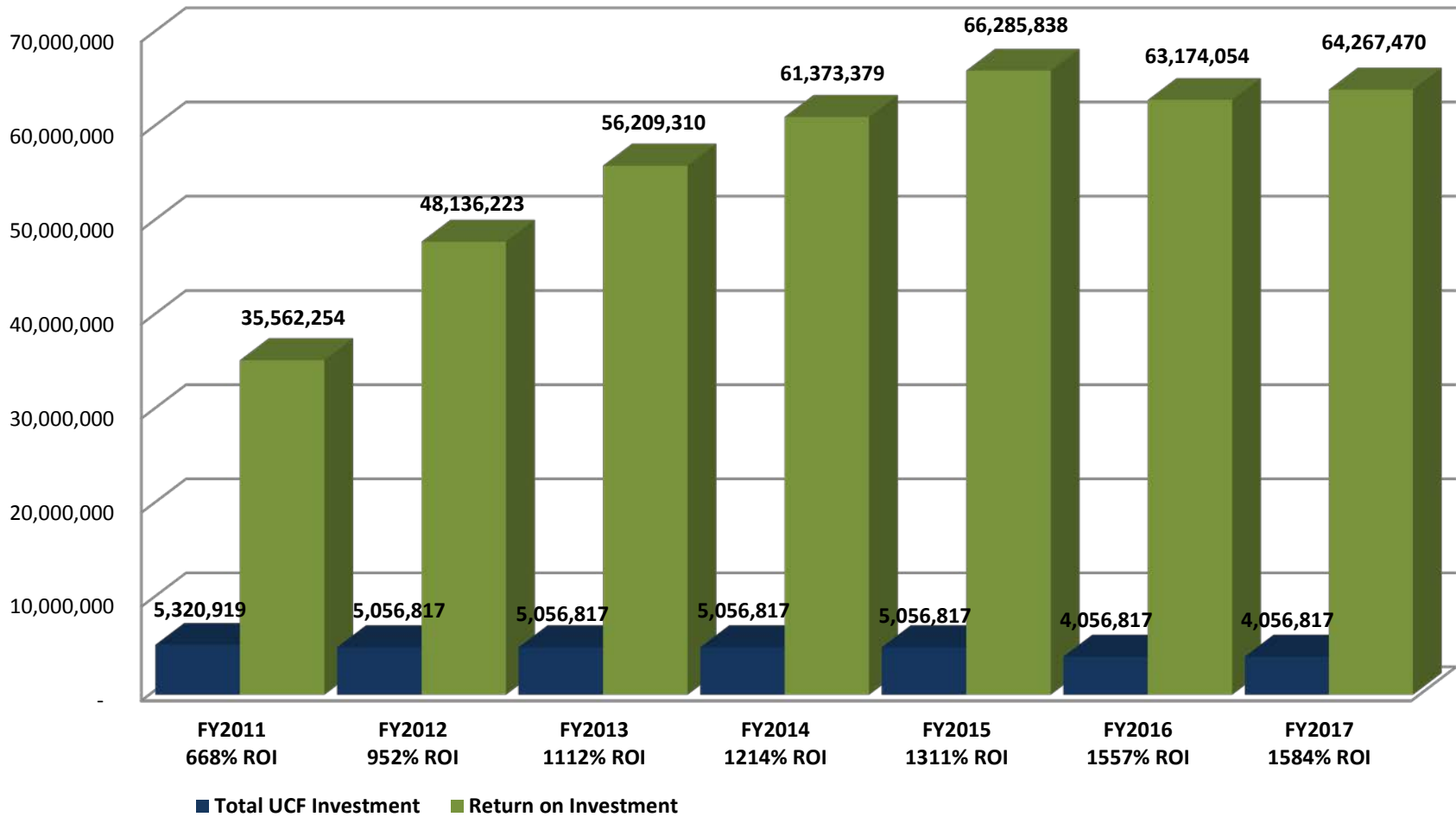
FY'89 through Projected FY'17



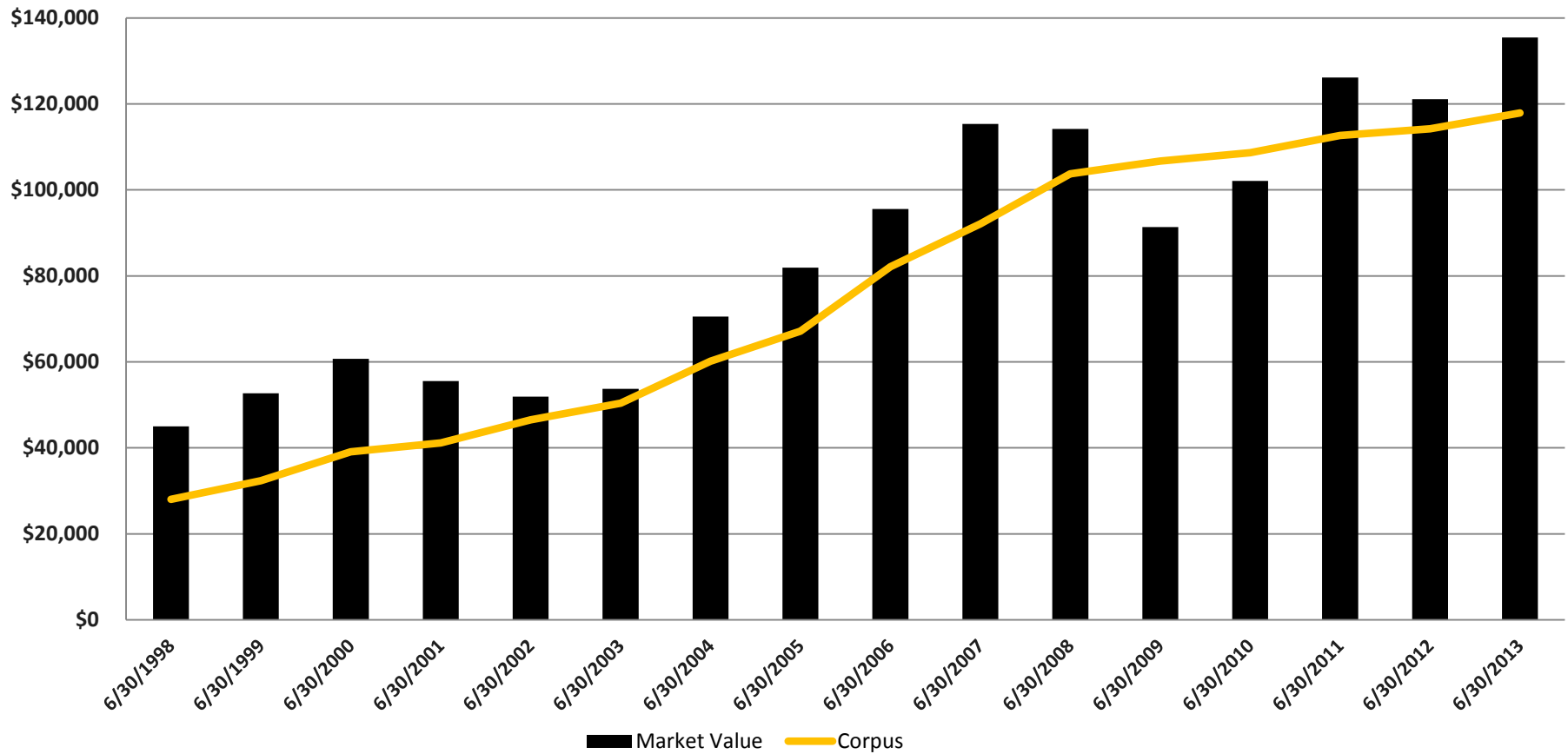
Notes: 1) State Match received and anticipated included

Annual
 Capital
 Endowed
 Gifts-in-Kind

Return on Total UCF Investment

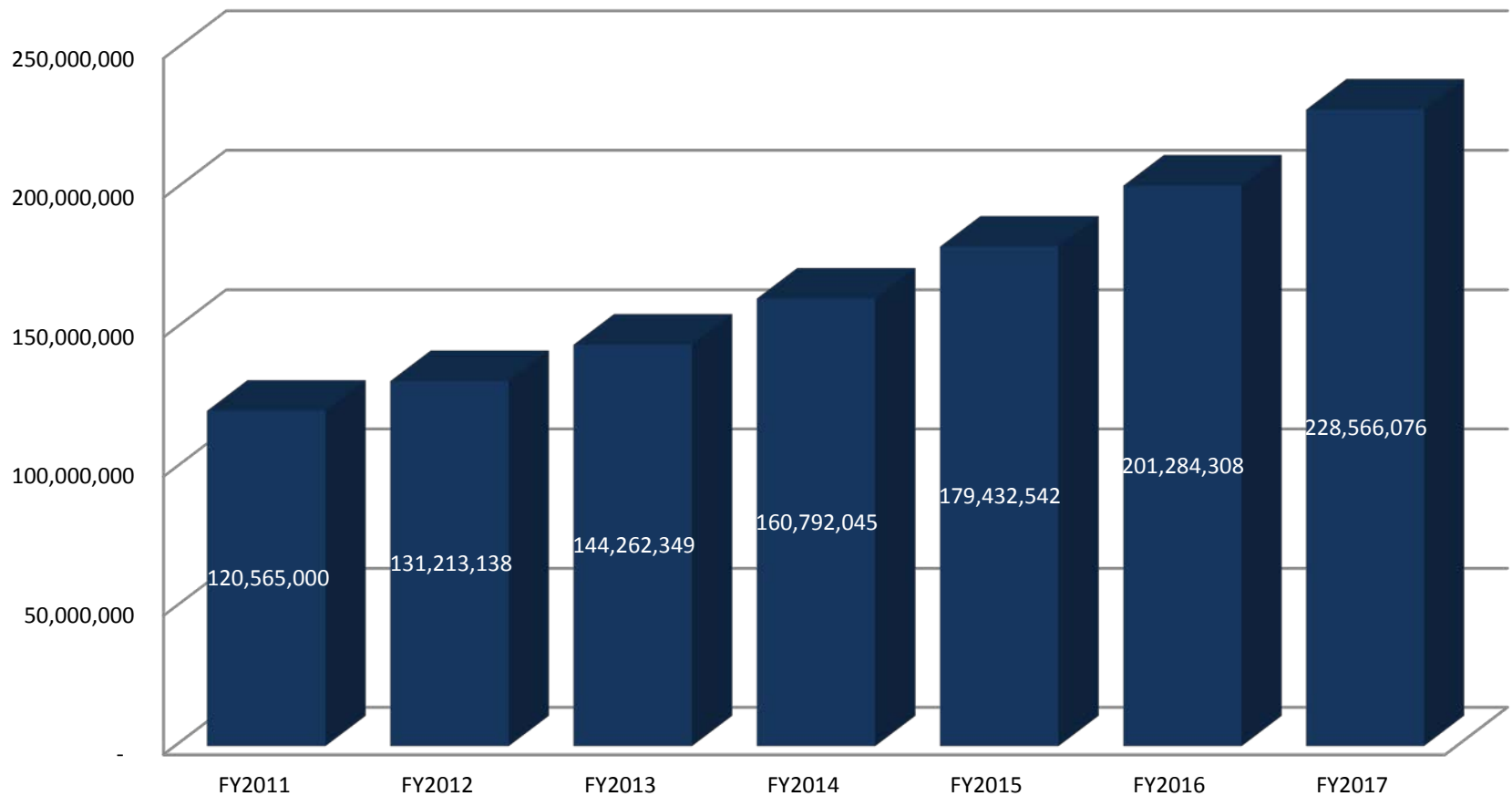


Endowment Value vs. Corpus Since (In Thousands)



Endowment Growth to Year 2017

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

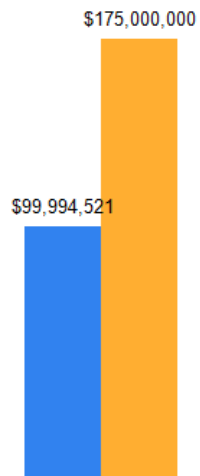


UCF Campaign Dashboard

July 1, 2011 through

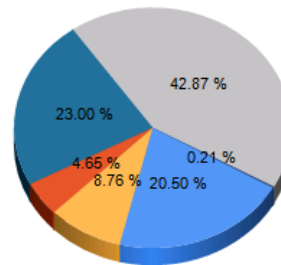
Campaign to Date vs. Milestone

■ Campaign to Date
■ Milestone by Dec 31, 2013



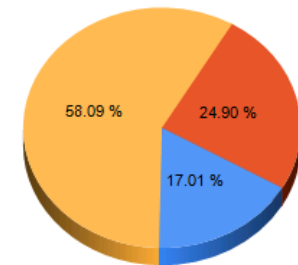
Campaign to Date by Gift Type

■ Cash
■ Gift-in-Kind
■ Other
■ Planned
■ Pledge
■ Stock/Property



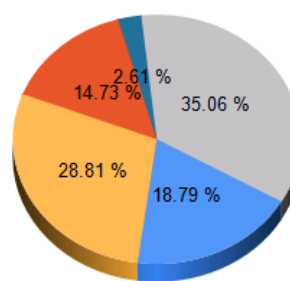
Campaign to Date by Purpose

■ Capital
■ Annual Giving
■ Endowment



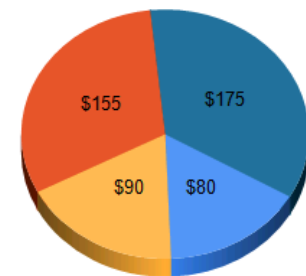
Campaign to date by Constituency

■ Alumni
■ Corporation/Company
■ Foundation
■ Organizations
■ Friends

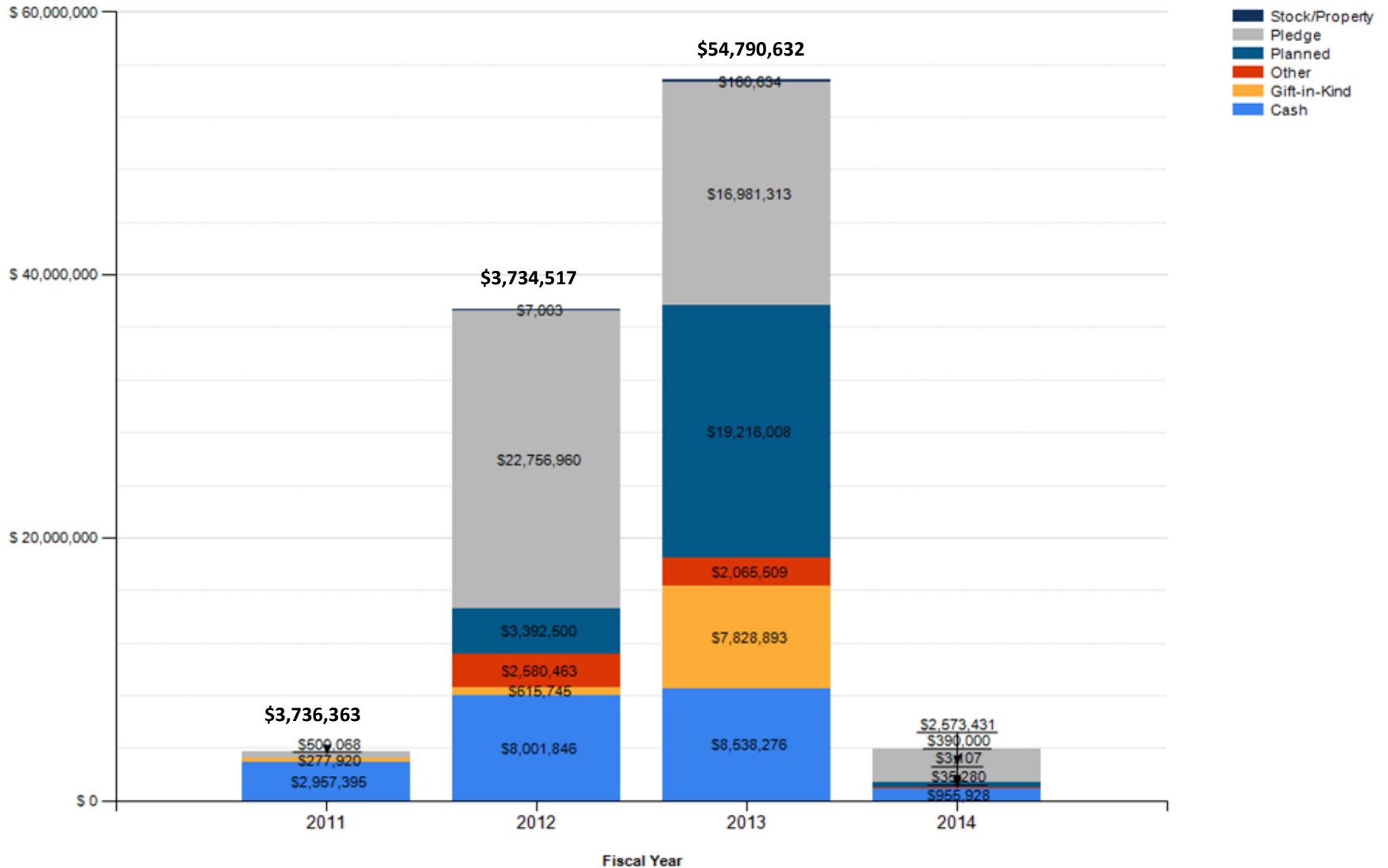


Campaign \$500 Million by Priorities

■ Facilities
■ Faculty
■ Programs
■ Students

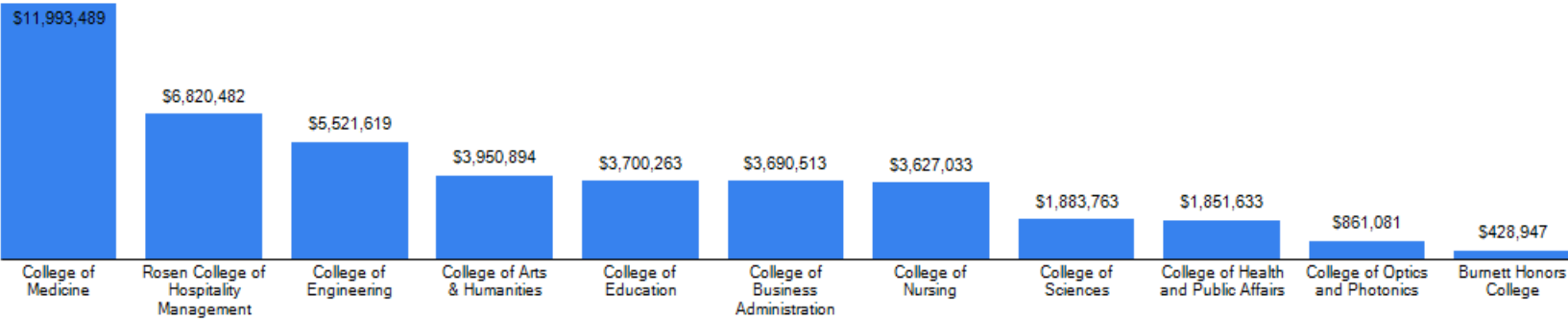


\$99,838,278 Total Campaign Giving by Fiscal Year

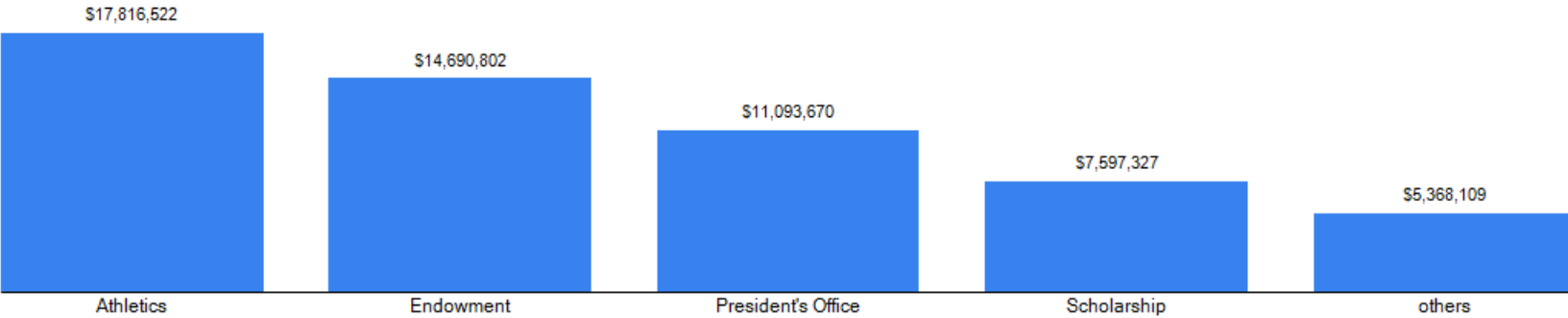


Campaign Impact

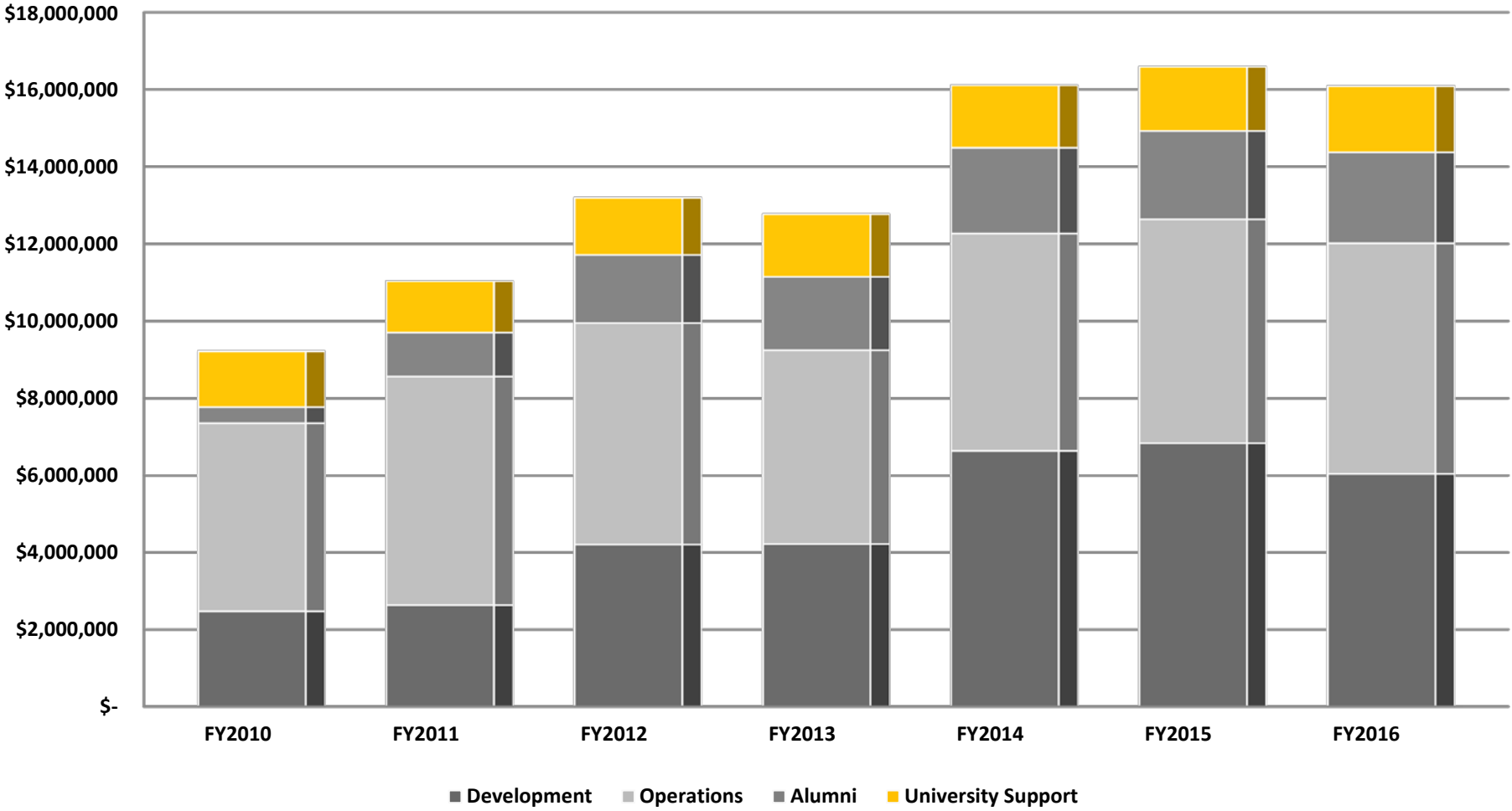
Campaign Impact on Colleges: \$44,329,718



Campaign Impact on Other Divisions: \$56,566,431



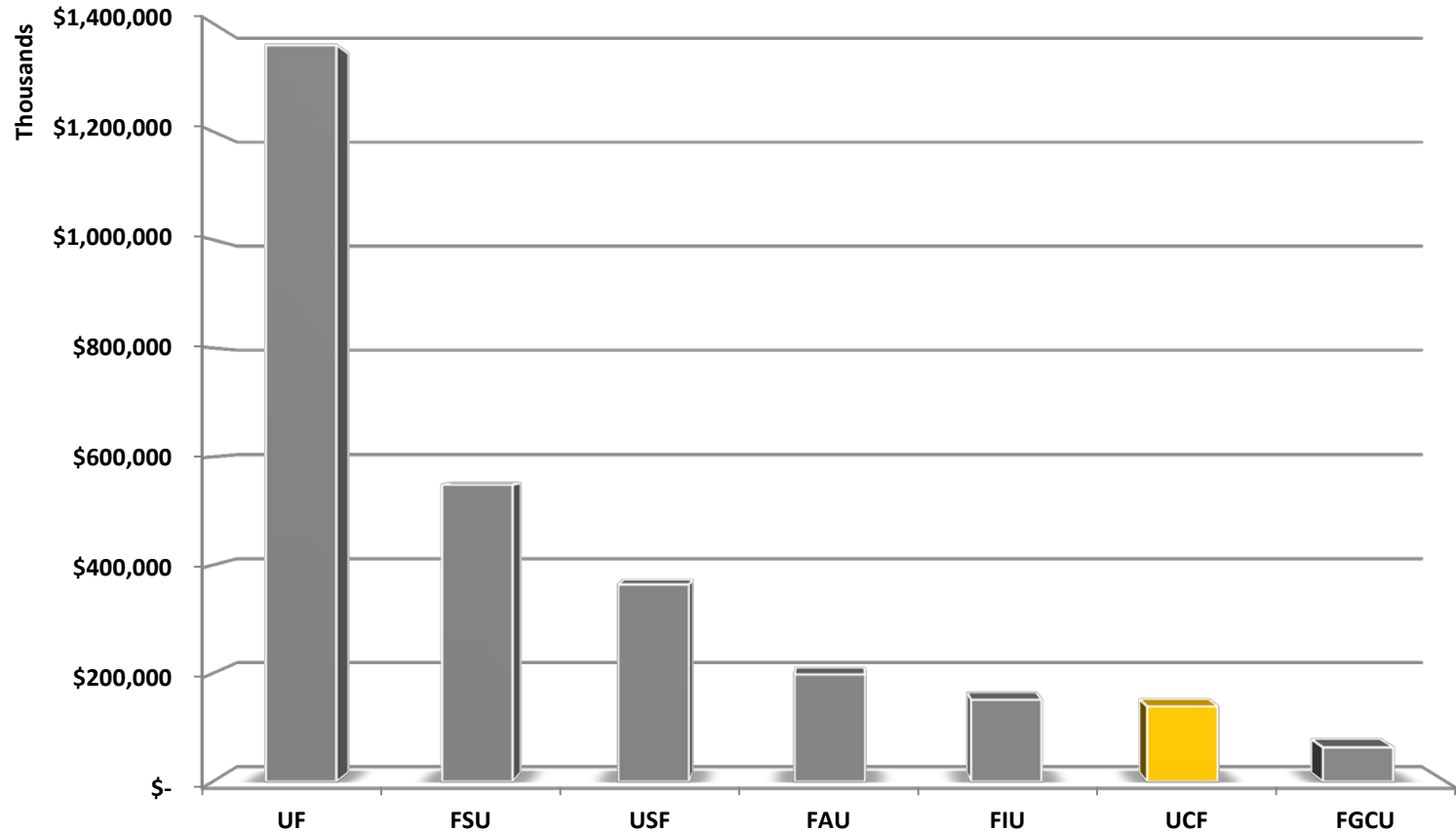
FUCF oundation Expenses Projected Through FY2016



University System Endowment Comparison

Period ending June 30, 2013

SUS Endowment Values as of June 30th, 2013



University System Endowment Performance

Period ending June 30, 2013

Institution	1 YR Return	3 YR Return	5 YR Return	10 YR 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

Title	Financial Goals						Contact Goals				
	2014 Cash & Payments	Pledge Installment Recurrence	2014 New Pledges	2014 Deferred Commitments	2014 Anticipated Gift In-Kind Donations	DOD Production	Personal Visits Goal	Qualified Prospects	Proposal Goal	Portfolio Goal	
	The UCF Fund (academics)										
DOD UCF Fund	\$669,000	\$532,000	\$500,000	\$150,000	\$0	\$1,851,000	100	20	30	100	
Asst DOD UCF Fund	\$95,126	\$15,626	\$250,000	\$150,000	\$0	\$510,752	150	20	30	150	
Asst DOD UCF Fund	\$126,369	\$46,869	\$250,000	\$150,000	\$0	\$573,239	150	20	30	150	
Contractor	\$3,500,000	\$0				\$3,500,000	0	0	0	0	
	\$4,390,495	\$594,495	\$1,000,000	\$450,000	\$0	\$6,434,991	400	60	90	400	
	Major Gifts (academics)										
VP	\$1,878,851	\$736,351	\$10,000,000	\$5,000,000	\$5,000,000	\$22,615,201	120	0	30	60	
Assoc VP Dev	\$701,578	\$11,578	\$5,500,000	\$3,500,000	\$2,000,000	\$11,713,156	100	0	25	75	
DOD COS	\$367,918	\$155,168	\$1,200,000	\$1,000,000	\$500,000	\$3,223,086	150	30	25	150	
DOD RCHM	\$379,128	\$164,128	\$1,200,000	\$1,000,000	\$5,000,000	\$7,743,256	150	30	30	150	
Sr DOD CBA	\$708,985	\$428,985	\$1,500,000	\$1,500,000	\$0	\$4,137,969	150	20	25	150	
Asst VP Dev	\$426,500	\$0	\$3,000,000	\$2,000,000	\$0	\$5,426,500	100	30	25	75	
DOD COHPA	\$206,000	\$0	\$1,000,000	\$250,000	\$0	\$1,456,000	150	30	30	150	
DOD Gift Planning	\$137,500	\$0	\$1,000,000	\$5,000,000	\$0	\$6,137,500	150	30	30	150	
Asst DOD CAH	\$84,000	\$0	\$300,000	\$150,000	\$0	\$534,000	150	30	25	150	
Assoc DOD BHC	\$140,802	\$7,302	\$750,000	\$500,000	\$50,000	\$1,448,105	150	30	25	150	
DOD CECS	\$498,418	\$78,418	\$2,500,000	\$1,000,000	\$175,000	\$4,251,835	150	30	30	150	
Assoc DOD CON	\$258,639	\$139,139	\$750,000	\$500,000	\$0	\$1,647,777	150	30	25	150	
Sr DOD CAH	\$439,106	\$199,606	\$1,200,000	\$1,000,000	\$0	\$2,838,712	150	30	25	150	
Asst DOD COE	\$803,641	\$702,141	\$500,000	\$750,000	\$0	\$2,755,783	150	30	25	150	
DOD CAH	\$221,490	\$24,490	\$1,000,000	\$750,000	\$0	\$1,995,979	150	30	30	150	
Asst VP COM Dev	\$735,462	\$115,462	\$5,000,000	\$2,000,000	\$50,000	\$7,900,924	120	30	30	150	
Asst DOD COM	\$100,055	\$25,805	\$250,000	\$100,000	\$0	\$475,860	75	15	15	80	
DOD BSBS	\$247,133	\$27,633	\$1,200,000	\$1,000,000	\$0	\$2,474,767	150	25	30	150	
Asst VP Dev	\$821,833	\$336,833	\$3,500,000	\$2,000,000	\$0	\$6,658,665	100	30	25	150	
DOD At-Large	\$500,000	\$0	\$1,000,000	\$500,000	\$0	\$2,000,000	150	30	30	150	
DOD Regional	\$156,500	\$0	\$500,000	\$100,000	\$0	\$756,500	150	30	30	150	
Assoc DOD CBA	\$127,500	\$0	\$500,000	\$100,000	\$0	\$727,500	150	30	30	150	
Assoc DOD CECS	\$127,500	\$0	\$500,000	\$100,000	\$0	\$727,500	150	30	25	150	
	\$10,068,538	\$3,153,038	\$43,850,000	\$29,800,000	\$12,775,000	\$99,646,576	3,165	600	620	3,140	
	GKC (athletics annual fund)										
DOD Athletics	\$586,700	\$11,700	\$500,000	\$150,000		\$1,248,400	100	30	30	150	
Asst DOD Athletics	\$124,100	\$5,000	\$590,000	\$100,000		\$819,100	150	30	35	150	
Asst DOD Athletics	\$136,833	\$3,333	\$750,000	\$100,000		\$990,167	150	30	30	150	
	\$847,633	\$20,033	\$1,840,000	\$350,000	\$0	\$3,057,667	400	90	95	450	
	Major Gifts (athletics)										
Asst VP Athletics Dev	\$1,834,848	\$1,139,848	\$3,000,000	\$2,000,000		\$7,974,696	100	20	30	120	
Assoc DOD Athletics	\$177,000	\$0	\$650,000	\$500,000	\$50,000	\$1,377,000	75	20	20	75	
	\$2,011,848	\$1,139,848	\$3,650,000	\$2,500,000	\$50,000	\$9,351,696	175	40	50	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)