

TOMORROW'S PROMISE

THE COMPREHENSIVE
CAPITAL CAMPAIGN FOR
FLORIDA A&M UNIVERSITY



THE CASE FOR FAMU

Florida Agricultural and Mechanical University (FAMU) was founded in 1887 with the mission of providing an education of the highest quality to African Americans who, in many instances, would have found a college education an ever-elusive process. FAMU has maintained a strong and rich 130 year tradition of providing educational access to first generation students, and in the process literally helping to build the African American middle class in America. The University's legacy of transforming the lives of thousands of first generation students, places it atop peer institutions in building upward mobility and expanding wealth access. **Tomorrow's Promise, the Campaign for Florida A&M University** is a \$125 million initiative that guarantees FAMU's place as an institution of first-choice in offering real-life learning experiences. Of primary focus, the campaign will direct extensive resources to **student scholarship, faculty research and innovation, facilities enhancement, and expanding athletics and student-athlete opportunities**. As FAMU prepares for the next generation of learners, it is our emphasis on these core priorities that will propel this historic institution to its next level of impact and innovation. FAMU is a rich treasure upon which we will build a culture of philanthropic excellence; it is to the next generation that we pledge our time and resources, and invest in a future that begins with **Tomorrow's Promise, the Campaign for Florida A&M University**.



BENCHMARK RESOURCES

Strategic planning for the Campaign for FAMU has included research, surveys, and personal visits with peer institutions and non-profits across the nation. Guidance and related consultation has been provided through the following sources:

FIU

FGU

FSU

TCC

WSSU

NC A&T

**SIU
CARBONDALE**

**2017 SUS
CONFERENCE
SURVEY**

**GIVING
USA 2016
CHARITABLE
DONATIONS**

**WAKE
FOREST
BAPTIST
MEDICAL**

**FAMU CAMPAIGN
READINESS REPORT,
2010**

**NORTHEASTERN
UNIVERSITY
BOSTON**



STRATEGIC ALIGNMENT

With University Mission

Florida Agricultural and Mechanical University (FAMU) is an 1890 land-grant institution dedicated to the advancement of knowledge, resolution of complex issues and the empowerment of citizens and communities...

With University Values

Scholarship

Excellence

Openness

Ethics

Accountability

Shared Governance

Service

Diversity

Collaboration

Fairness

Courage

Integrity

Respect

Collegiality

Freedom

Fiscal Responsibility

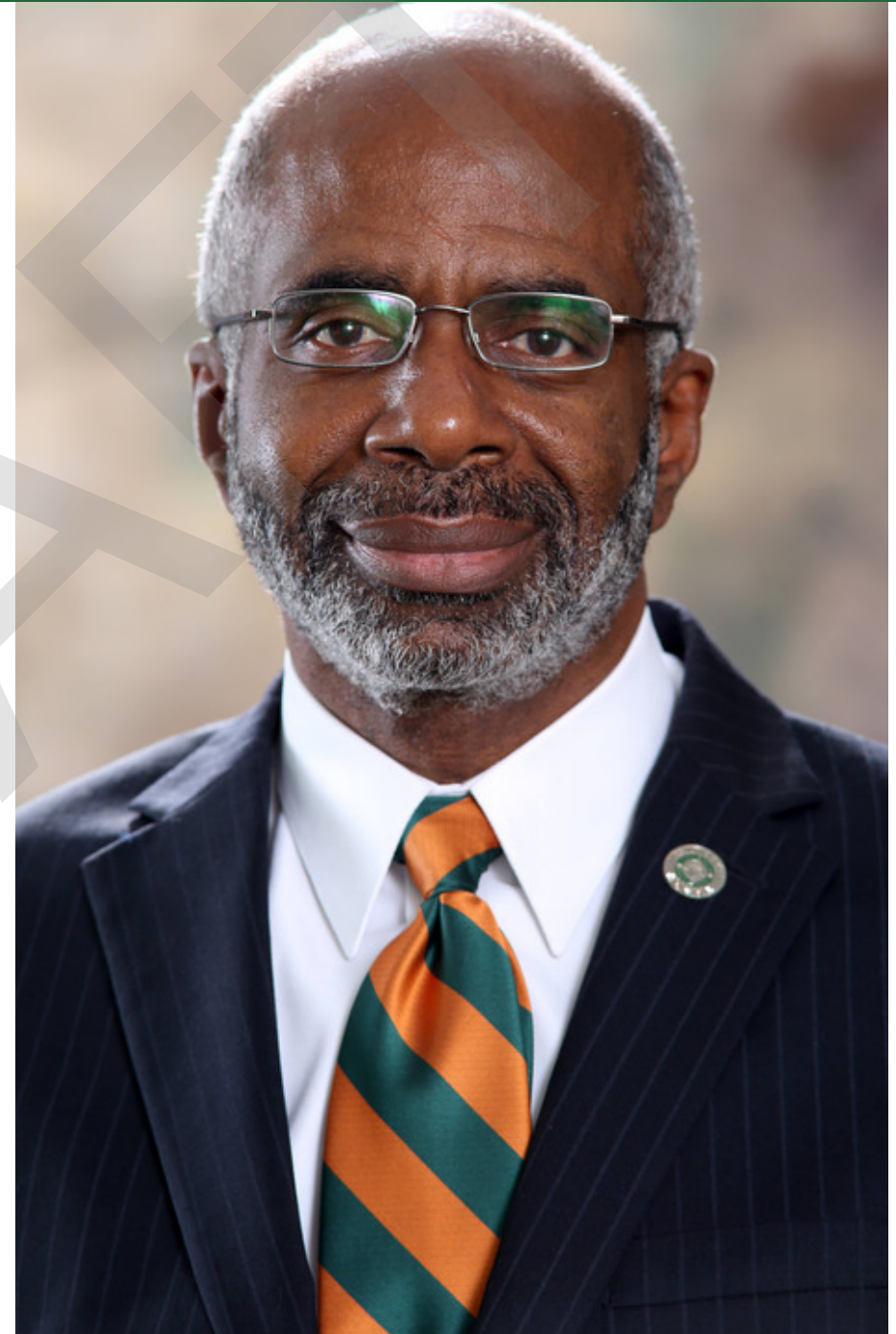
With Strategic Plan

Strategic Priority 4, Goals: 1 and 5

With Board of Governor Performance Metrics

“This inaugural campaign is about people empowering people, and will enable students and faculty to master and create knowledge and technologies that improve lives. The historic reputation of this institution confirms that we value the legacy of FAMU in transforming lives and fostering the integration of real-world learning—our dedication to these core values also points to the clear reality that Florida A&M University is positioned to build significant fiscal capacity through this campaign. It is through our shared service and resources that we launch a campaign that validates that FAMU will forever remain a logical institution of first-choice amongst many of the best and brightest students in the world. We are convinced that the very best days for this historic institution still awaits us. I invite you to partner with me as we continue making a difference.”

Dr. Larry Robinson
Interim President
Florida A&M University



Florida A&M University (FAMU) is a special place! As Chairman of the FAMU Foundation, I enjoy the wonderful privilege of working with a dedicated group of alumni and stakeholders to cultivate a climate of philanthropic sensitivity that expands the resource base of this great and historic institution.

As we launch **Tomorrow's Promise: the Campaign for Florida A&M University**, we realize that this endeavor will represent one of the most significant designations of resources, time, and planning in the history of FAMU. It is our commitment to a future of academic excellence that ensures a campaign filled with energy, innovation, and success. The FAMU Foundation has been a consistent and proud partner in expanding millions in direct scholarships and research funding to the University for more than seventy years. Since 2014 alone, we have dedicated more than \$7 million to facility enhancements, student retention, athletic scholarships, and faculty support. We remain committed to building a base of financial stability that ensures our future is as bright as our past!

Tomorrow's Promise will be one of the largest campaigns ever launched by a public HBCU. Once completed, it will establish a new level of fundraising excellence and focus that sets a proud bar for innovation and philanthropy.

We invite you to join us as we plan the next generation of research, scholarly pursuit, and growth at FAMU. As always, the college of love and charity begins with your generosity and dedication to changing lives. Join us as we prepare for **Tomorrow's Promise**, a spirited campaign that makes a difference!



Thomas Jones
FAMU Foundation Board Chairman

CAMPAIGN PRIORITIES

SCHOLARSHIPS & ACADEMIC EXCELLENCE \$40M

GRADUATE LEADERSHIP ACADEMY \$10M

ATHLETIC ENHANCEMENT \$25M

FACULTY SUPPORT & RESEARCH \$20M

CAPITAL IMPROVEMENTS & INFRASTRUCTURE \$30M

PROPOSED CAMPAIGN GOAL \$125M



A TRANSFORMATIVE PROCESS OF GIVING

Designing an aggressive climate of philanthropy and caring

FAMU has a historical base of 3,400 alumni and donors who give to core areas of impact. The Campaign for FAMU will execute a donor engagement system that begins with strategically assessing its more than 53,000 alumni pool; ultimately identifying and cultivating 7,200 key prospects.

Expansion of Alumni & Volunteer Engagement

The Campaign for FAMU will activate a Philanthropic Engagement Committee to provide leadership and engage more than 1,000 stakeholders and Alumni in local, regional, and national efforts to expand giving across levels. Eight Regional Chairs will be positioned to guide targeted fundraising and structure giving options.

Broader and Concise utilization of Boards and Advisory Panels

The FAMU Board of Trustees, FAMU Foundation Board of Directors, and FAMU Senior Leadership teams take the lead as Peer Mentors in guiding the donor process through personal major gift pledges that inspire giving.

Strategic Emphasis on Initiatives of Focus

FAMU Alumni and stakeholder passions are connected to experiences with the university. The campaign for FAMU builds on life moments and links donors' passions to various initiatives.

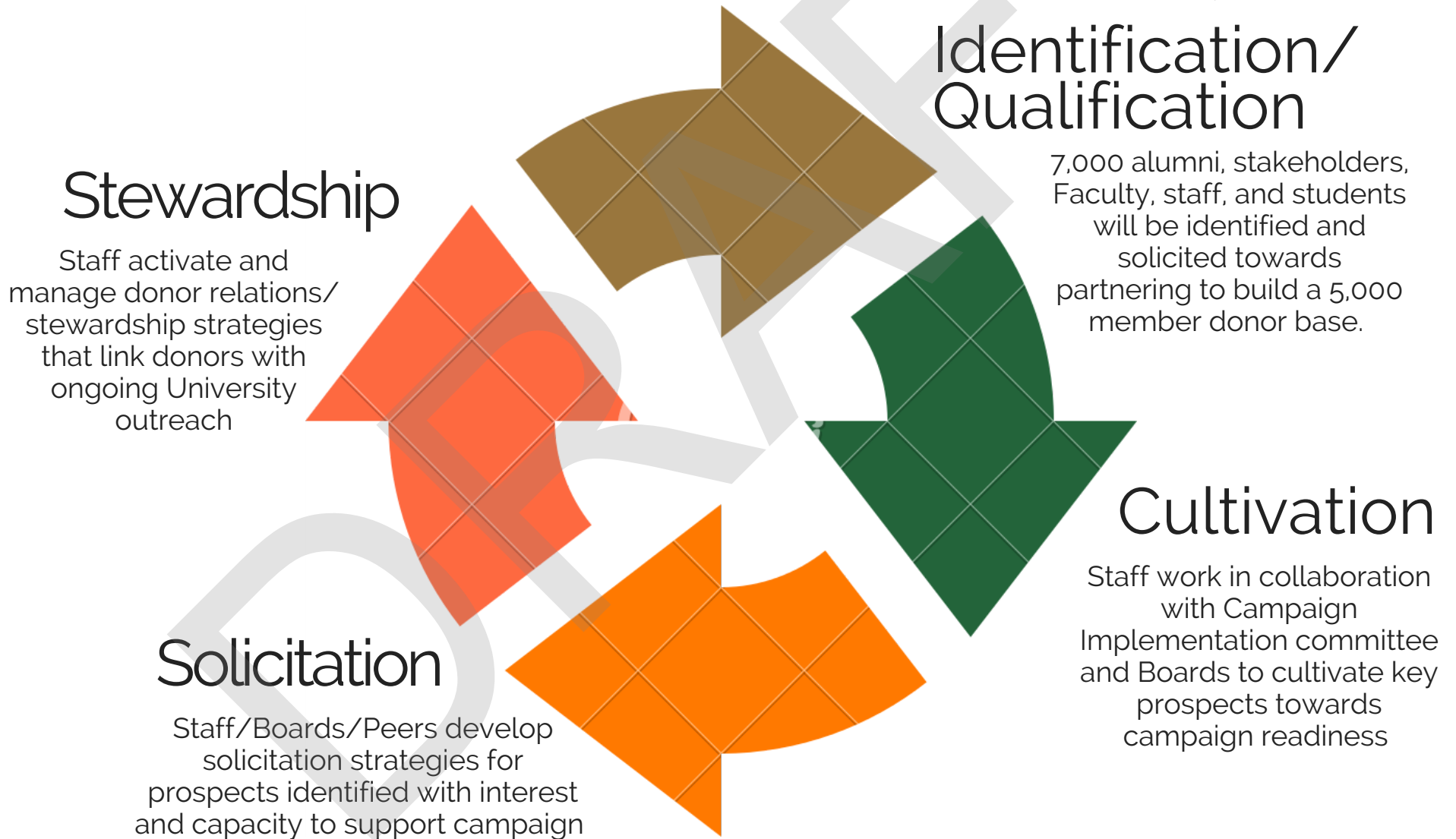
CORPORATE ENGAGEMENT

\$25 million commitment to educational growth & enhancement

Florida A&M University will enrich its linkage with corporate and business relationships through expansion of The President's Advisory Council on Corporate Engagement (PACCE). This 23 member body will work collaboratively with FAMU to build a \$25 million funding stream that directs resources in a manner that funds an expanded innovations pipeline:

- \$5M INNOVATION & FACULTY**
- \$2.5M INTERNSHIPS & EXPLORATORY LEARNING**
- \$5M BUSINESS DEVELOPMENT INCUBATOR EXPANSION**
- \$10M FACILITIES & INFRASTRUCTURE SUPPORT**
- \$2.5M SCHOLARSHIP & ACADEMIC RESEARCH**

DONOR ENGAGEMENT CYCLE



FUNDRAISING PROJECTIONS



GIFT REQUIREMENTS

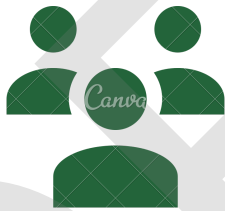
	# of Gifts Required	# of Prospects Required	# of Qualified Suspects	# of Gifts to Date	Total \$\$ Required
10M	1	4	3	0	10M
5M	1	4	1	1	5M
Up to 4.99M	1	4	9	0	2.5M
Up to 1M	5	20	49	5	5M
500K-250K	35	140	58	4	20M
100K-249K	100	400	647	40	5M
49k - 24K	2,000	8,000	6,114	57	50M
24k - 10K	3,000	12,000	14,607	149	30M
Up to 10K	Many	Many	16,955	Thousands	10M
TOTAL					137.5M



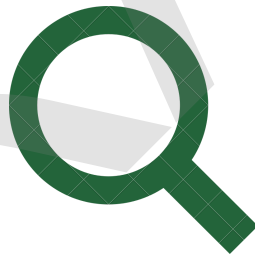
CAMPAIGN PLANNING



ASSESSED
donor/prospect
pool



SEGMENTED
top 500 prospects



IDENTIFIED
presidential &
senior leadership
prospects



SET
objectives &
financial goals



PRESENTED
to senior
leadership

Next: BOT Approval of Campaign and Proposal Goal

SUCCESS FACTORS

LEVEL I

Senior Leadership & Presidential Relationships

Trustee/Board Relationships & Key Stakeholders

Deans & Senior Faculty Relationships

Principal & Leadership Donor Commitment

Buy-in & Identification of Regional Team Leaders

LEVEL II

Addition of Critical University Advancement Staff

Deans Actively Engaged Support of Schools & Colleges

Expanded Marketing & Communications

Buy-in from National Alumni Association

LEVEL III

Boost Campaign State & National Campaign Presence

Outreach of Regional Programs, Sponsorships & Key Events

Emphasize Annual Giving

Deploy National Social Media Initiative

ADDITIONAL PERSONNEL & CAMPAIGN MANAGEMENT NEEDS



SR. EXECUTIVE DIRECTOR (1)
Corporate Engagement & Campaign Services



MAJOR GIFT OFFICERS (2)



CAMPAIGN SUPPORT (3)
Half-time & hourly



CAMPAIGN EXPENSES
Over five years
\$1,665,000

Note: Existing team will work collaboratively with new personnel to augment campaign staffing needs

CAMPAIGN EXPENSES

	Year 1	Year 2	Year 3	Year 4	Year 5
Print Materials	\$25,000	\$5,000	\$15,000	\$15,000	\$5,000
Video Materials & Web Support	\$15,000		\$15,000	\$35,000	\$5,000
Public Relations & Outreach	\$10,000	\$5,000	\$25,000	\$50,000	\$15,000
Public Launch & Promotional Events			\$50,000	\$25,000	
Data Processing, Prospect Development, and Research Mining	\$10,000	\$5,000	\$10,000	\$10,000	\$5,000
Regional Events, Meals, & Presidential Tours		\$15,000	\$25,000	\$35,000	\$15,000
Campaign Travel	\$10,000	\$10,000	\$25,000	\$25,000	\$10,000
Staff Related Travel, Prospect Visits/ Solicitations	\$5,000	\$15,000	\$25,000	\$25,000	\$15,000
Personnel & Consultant Support	\$210,000	\$150,000	\$210,000	\$210,000	\$200,000
Postage	\$15,000	\$15,000	\$10,000	\$10,000	\$5,000
Total: \$1.665 M	\$320,000	\$220,000	\$410,000	\$440,000	\$275,000



GIFT CREDITING & TIMELINE

All philanthropic contributions and pledges made to Campaign between **July 1, 2014** and **June 30, 2022**, will be counted toward the overall financial goal.



LEADERSHIP

APPROVAL

FAMU BOARD OF TRUSTEES

VISION

DR. LARRY ROBINSON
Interim President

STRATEGY

GEORGE R. COTTON, SR.
Vice President, University Advancement
Executive Director, FAMU Foundation

HONORARY
CHAIRMAN

DR. FREDERICK S. HUMPHRIES

CAMPAIGN
CO-CHAIRS

BERNARD KINSEY
WILL PACKER
ERICA HILL
CHERYL HARRIS-BOOKER

LEADERSHIP

CAMPUS & REGIONAL CHAIRS

