

Key Campaign Messages

What is the goal?

A publicly announced goal will be determined in late 2009 or 2010 and will depend upon our early success in securing leadership gifts. Our current internal working goal is \$1.65 billion.

How were the campaign's goals and priorities determined?

During a two-year process, President Spanier met with academic leaders, the trustees of the University, and alumni and friends to develop a vision for Penn State as the most comprehensive, student-centered research university in America. All of our campaign objectives are directed toward fulfilling that vision.

What is the campaign's theme?

This fundraising initiative is called *For the Future: The Campaign for Penn State Students* because all of our priorities and objectives are focused on creating an extraordinary educational experience and environment for our students.

What is the campaign's top priority?

Scholarships are our top priority. Nothing else we do to improve the quality of a Penn State education will matter if students and families can't afford the opportunities we offer. The campaign aims to increase the number of students receiving scholarship support by 50 percent.

What are the campaign's other objectives?

The campaign will secure resources to enhance honors education, enrich student opportunities for leadership and personal growth, build faculty strength and capacity, foster interdisciplinary research, and sustain our tradition of quality.

Why now?

Philanthropy has become the engine that drives innovation and quality in higher education. Major campaigns are the best way to increase private support, helping universities to stay competitive, channel the energy of a new generation of donors and volunteers, and reinvigorate giving among past supporters. Campaigns are no longer episodic events designed to meet short-term needs; instead, they are an ongoing mode of engagement with an institution's supporters.

How will Penn State become a better university because of the campaign?

If we achieve the goals of *For the Future: The Campaign for Penn State Students*, the University can ensure that students from every economic background will have the opportunity to learn from top scholars and scientists, explore their own potential for leadership and service, and join the ranks of Penn State graduates who are making a difference in the larger world.