

# Articulating the Campaign

**Ray Marsh**

**Director, Development Communications**

**Campaign All-Volunteer Summit  
September 5, 2008**

*Future*

*For the future*  
THE CAMPAIGN FOR PENN STATE STUDENTS



# The Campaign Brand

- A campaign is more than a goal number; it's a vision for the future of the University.
- Creating and conveying a strong, consistent message about that vision is critical to engaging donors.
- Each of Penn State's 43 fundraising units will need to interpret the campaign message for its own audiences.
- We want to provide you with the tools and resources to match the campaign's objectives with the needs of your unit and the interests of your donors.

# The Planning Process

- Internal discussion of the campaign's vision and objectives began in 2005.
- After interviews with more than 30 key stakeholders, a draft of the campaign case prospectus was prepared in the summer of 2006.
- More than 500 donors provided feedback on the case prospectus through 18 outreach briefings around the country.
- The final case prospectus, reflecting this feedback, has served as the guiding document for all subsequent materials and messages.

# Campaign Vision

Advancing the frontiers of learning at the most comprehensive, student-centered research university in America.

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## Featured Objective

# Ensuring Student Opportunity

*Students with the ability and ambition to attend the University will have this opportunity through scholarship support.*

- Students are graduating with an average debt of more than \$26,000.
- To keep a Penn State education affordable, we aim to increase the number of students receiving scholarship support by 50 percent.

## Featured Objective

# Enhancing Honors Education

*Students of exceptional ability will experience the best honors education in the nation.*

- The Schreyer Honors College is a keystone program for the University, shaping people who shape the world.
- To compete for top students, we must increase support for scholarships, student research, curricular innovations, and global experiences.

## Featured Objective

# Enriching the Student Experience

*Students will thrive in a stimulating atmosphere that fosters global involvement, community service, creative expression, and personal growth.*

- More than 75 percent of undergraduates participate in at least one student organization.
- To keep our campuses vibrant, we need new resources for leadership training, service learning, study abroad, and other opportunities.

## Featured Objective

# Building Faculty Strength & Capacity

*Students will study with the finest teachers and researchers.*

- Currently, Penn State can offer endowed positions to just 10 percent of our tenured faculty, and only 34 percent of our graduate students hold assistantships or fellowships.
- To recruit leading scholars and scientists at every stage of their careers, we aim to endow at least 150 additional faculty positions and increase the number of awards for top graduate students.



## Featured Objective

# Fostering Discovery & Creativity

*Students and faculty members will come together within and across disciplines to pioneer new frontiers of knowledge.*

- Our students will thrive in an atmosphere of intellectual rigor as the University serves the larger world through innovation and discovery.
- We will encourage interdisciplinary research across the University by forming partnerships with visionary donors.

## Featured Objective

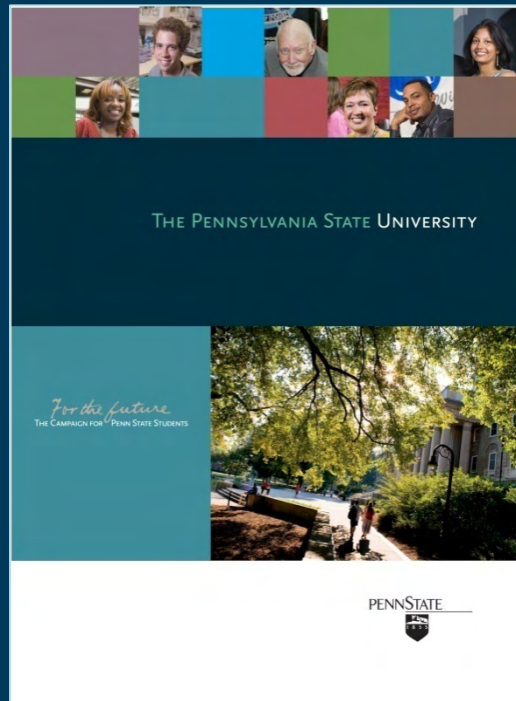
# Sustaining a Tradition of Quality

*Students will continue to work and study with faculty whose scholarship is enhanced by continuing philanthropic support.*

- Ongoing and unrestricted gifts, as well as gifts-in-kind and corporate partnerships, keep our programs strong.
- To maintain our standards of excellence, we will deepen our relationships with alumni, friends, foundations, and companies.

# Case Statements

University-wide



Unit



# Proposals

A Proposal to

JOHN AND JANE DONOR

PENNSTATE



To Create

The John and Jane Donor  
Trustee Scholarship

At Penn State TBD

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PENNSTATE



# Tools & Resources

## For the Future

A QUARTERLY NEWSLETTER ON PHILANTHROPY AT PENN STATE

TALES FROM THE ROAD  
A WINNING PROPOSITION  
THE STORY BEHIND THE BRICK

### ENSURING S

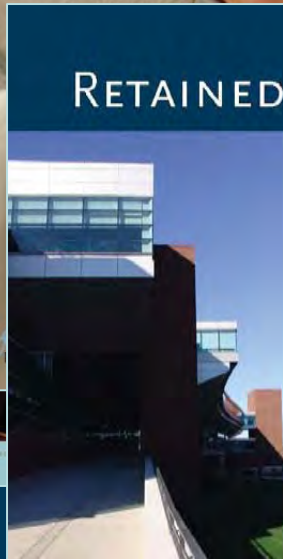
Nothing else we do to matter if students and Scholarships are the year, we lose talented State degree. Many us full course load, yet it of more than \$26,000. too many students and we can ensure that our means may be limited.

For THE CAMPAIGN



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### RETAINED



PENNSTATE
Giving to PENN STATE
Make a gift

Home
Reasons for Giving
Ways to Give
Who Contributes
Donor Recognition
News & Progress

**NEWS**

**Record Number of Alumni Make Gifts to Penn State in 2007-08**  
July 16, 2008

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**CALENDAR**

**Sept. 4 - 5**  
[Campaign Volunteer Summit](#)

**Sept. 19**  
[President's Club Reception](#)

[>>view all calendar events](#)

**ABOUT THE CAMPAIGN**

The goal of *For the Future: The Campaign for Penn State Students* is to increase scholarship support to keep a Penn State education affordable for all families.

We ask you to join us in the most ambitious fundraising campaign in Penn State's history. Over the next 7.5 years, we will increase private support for 6 initiatives, with the power to transform Penn State:

- Ensuring Student Opportunity
- Enhancing Honors Education
- Enriching the Student Experience
- Building Faculty Strength and Capacity
- Fostering Discovery and Creativity
- Sustaining a Tradition of Quality

[Learn more about For the Future: The Campaign for Penn State Students.](#)

#### Expanding Our Mission



**Double the impact of your gift through the Trustee Scholarship Program.**  
[>>more](#)



Learn about the ways you can support Dear Old State.  
[>>more](#)



Fundraising campaigns provide targeted support for Penn State.  
[>>more](#)



Interested in joining our team of professional staff? [Learn more about job opportunities.](#)

To fulfill our promise to Penn State students and build upon the tradition of excellence that has defined our University, we ask you to join us in For the Future: The Campaign for Penn State Students. Over the next six years, University and volunteer leaders will join forces to raise private support for six initiatives with the power to transform our institution.

Visit [www.giveto.psu.edu](http://www.giveto.psu.edu) or contact David J. Lieb at 814-863-0694 [DJL220@psu.edu](mailto:DJL220@psu.edu).



Ensuring Student Opportunity | Enhancing Honors Education | Enriching the Student Experience | Building Faculty Strength and Capacity | Fostering Discovery and Creativity | Sustaining a Tradition of Quality

### Why Fund a Charitable Gift with Real Estate?

Unless you sell the property, your options for receiving current financial benefits from the real estate are usually limited to increasing your debt or renting the property to someone else.

Real property can also present difficulties for estate planning, since it is rarely practical to transfer a single property to more than one heir. The result is a choice between leaving inequitable benefits for heirs or placing the burden—and costs—of selling the property onto your executor and estate. Property located in different

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**The most important medium for  
communicating the campaign  
message is YOU.**

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# 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.

## How will this campaign be different from *Grand Destiny*?

During the *Grand Destiny* campaign, the University made great strides in building our endowment, quadrupling it since 1996. Endowment remains an important focus, but *For the Future* will emphasize the impact that private support makes directly on our students.



## 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. We are confident that the final goal will range between \$1.5 billion and \$2.0 billion.

## Why now?

Major campaigns are the best way to increase private support, and seven out of the eleven Big Ten institutions are currently conducting campaigns of \$1 billion or more. A new campaign will help us to stay competitive, channel the energy of a new generation of donors and volunteers, and reinvigorate giving among our past supporters.

# 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 a better educational experience and environment for our undergraduates.

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## 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.

## 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.

# Volunteer Information Center



## Volunteer Information Center | UNIVERSITY DEVELOPMENT

[HOME](#) | [VOLUNTEER RESOURCES](#) | [CAMPAIGN UPDATES](#) | [VAN](#) | [CONTACT US](#) | [PENN STATE DEVELOPMENT WEB SITE](#)



### Welcome!

Thank you for your participation in *For the Future: The Campaign for Penn State Students*. We are fortunate to have such a dedicated and enthusiastic group of volunteers to lead our fundraising efforts.

The Volunteer Information Center (VIC) features links to Penn State resources and information, access to the Volunteer Assessment Network, and other helpful resources.

Your feedback on this new effort is essential. Please continue to send us your suggestions to help us enhance this Web site and the resources and information we provide.

# Questions?

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# Contact Info

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