

CAMPAIGN FOR IUPUI
PROGRESS TO DATE
January 14, 2000

GENERAL CAMPAIGN OBJECTIVES

- >Strengthen relationships with alumni and friends in central Indiana
- >Establish a strong fund raising program built on major gifts
- >Dramatically increase private support to IUPUI over the next 5 years

CAMPAIGN WORKING GOALS

>Ongoing Support and New Money	\$200,000,000
>Non-Government Grants	\$250,000,000
>Riley Memorial Association	\$ 50,000,000 (proposed)
Total	\$500,000,000

Results to Date (July 1, 1997 thru December 31, 1999)

>Ongoing Support and New Money	\$105,537,129
>Non-Government Grants	\$ 95,299,462
>Riley Memorial Association	\$ 21,590,545
Total	\$222,427,136

PREVIOUS ACCOMPLISHMENTS

Development Audit completed for all IUPUI schools and units

Initial draft of the IUPUI Case for Support written, coordinated, and published
>Schools/Units drafted individual, specific Cases for Support

Feasibility Study conducted by Grenzebach Glier & Associates

- >120 request-for-interview packages mailed
- >150 phone calls to prospective interviewees
- >over 70 interviews scheduled and confirmed
- >completed 67 interviews within 20 consultant working days
- >thank you letters and tokens of appreciation mailed to all interviewees

Feasibility Study results presented to Chancellor and staff, and all Deans and Development Directors. Results indicated:

- >IUPUI well positioned in the community
- >Chancellor and some deans were highly regarded
- >Proceed with the campaign
- >Pursue a philanthropic goal of \$200,000,000

Internal Advisory Committee organized, met on monthly basis

- >Included the Chancellor, V.C. for External Relations, and representatives from the IU School of Medicine, PU School of Engineering and Technology, University Library, IUPUI Alumni Relations, Riley Memorial Assoc, and the IUF
- >Reviewed and approved campaign budget
- >Reviewed and approved campaign counting guidelines
- >Reviewed and approved campaign organization structure
- >Reviewed and approved draft Plan of Campaign
- >Interviewed and selected PR firm to create campaign slogan, logo, and communications plan

IUF retained PR/marketing firm of Lipman Hearne to prepare revised Case for Support, recommend and communications plan, and advise on best campaign slogan/logo

IUF conducted monthly informational meetings with all IUF liaison officers and School/Unit development officers

The Campaign Management Council organized, meet as needed

- >IU President Brand
- >IUPUI Chancellor Bepko
- >IUF President Simic
- >IUF Vice President Hardwick
- >Campaign Executive Director Sloan
- >Grenzebach Glier consultant Looney

IUF planned and directed a follow-up market survey program for all schools/units

- >IUF liaison officers and school/unit development officers completed 170 follow up survey interviews for 11 schools/units, with 6 still in progress or preparation

Riley Memorial Association reaffirmed desire to participate in comprehensive campaign and requested that money raised for support of IU medical staff serving Riley Children's Hospital be counted for campaign purposes

IUF prepared and published draft Plan of Campaign

President Brand and Chancellor Bepko enlisted campaign leadership

>Honorary Chairs - Randall and Marianne Tobias

>Co-Chairs – Bill Mays, James Morris, Jerry Semler, Stephen Stitle

School/Unit Chairs include:

>IU School of Medicine – August Watanabe, M.D.

>IU School of Law – Scott Montross, Marilyn Quayle, Steven Stitle, John Wynne

>IU School of Nursing – Glenn Irwin, M.D., Marjorie Tarplee, Rebecca

Markel, EdD, R.N.

>Kelley School of Business – Tony Heyworth (honorary chair)

>Purdue School of Engineering & Technology- Karl Kuehner

>University Library – Pat G. Rooney

Lipman Hearne presented recommended campaign slogan/logo, revised draft Case for Support, and communications plan

NEXT STEPS

Approve campaign slogan/logo

Review, approve, and publish final IUPUI Case for Support

Campaign Status presentation to IUF Board, Development Cmte, February 11, 2000

Campaign Co-chair Committee meeting scheduled for March 2, 2000

Quiet Phase of campaign continues with solicitation of Advance/Leadership Fund gifts

Design, print, publish, and distribute campaign publications

Kick Off event tentatively scheduled for fall, 2001