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
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!
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

Identification/Qualification
7,000 alumni, stakeholders, faculty, staff, and students will be identified and solicited towards partnering to build a 5,000 member donor base.

Cultivation
Staff work in collaboration with Campaign Implementation committee and Boards to cultivate key prospects towards campaign readiness.

Solicitation
Staff/Boards/Peers develop solicitation strategies for prospects identified with interest and capacity to support campaign.

Stewardship
Staff activate and manage donor relations/stewardship strategies that link donors with ongoing University outreach.

DRAFT
# GIFT REQUIREMENTS

<table>
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<tr>
<th></th>
<th># of Gifts Required</th>
<th># of Prospects Required</th>
<th># of Qualified Suspects</th>
<th># of Gifts to Date</th>
<th>Total $$ Required</th>
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<td>16,955</td>
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<td>TOTAL</td>
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<td></td>
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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

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<tr>
<th>Category</th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
<th>Year 5</th>
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<td>Print Materials</td>
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<td>$5,000</td>
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<td>Video Materials &amp; Web Support</td>
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<td>$35,000</td>
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<td>Public Relations &amp; Outreach</td>
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<td>Public Launch &amp; Promotional Events</td>
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<td>Data Processing, Prospect Development, and Research Mining</td>
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<td>$5,000</td>
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<td>Regional Events, Meals, &amp; Presidential Tours</td>
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<td>Campaign Travel</td>
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<td>Staff Related Travel, Prospect Visits/Solicitations</td>
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<td>Personnel &amp; Consultant Support</td>
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<td><strong>$320,000</strong></td>
<td><strong>$220,000</strong></td>
<td><strong>$410,000</strong></td>
<td><strong>$440,000</strong></td>
<td><strong>$275,000</strong></td>
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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

- West: TBD
- Mid-west: TBD
- East: TBD
- Northern Florida: TBD
- Southern Florida: TBD
- Texas: TBD
- South: TBD
- Faculty/Staff: TBD