



UNIVERSITY *of* NORTH CAROLINA WILMINGTON

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DIVISION *for* UNIVERSITY ADVANCEMENT



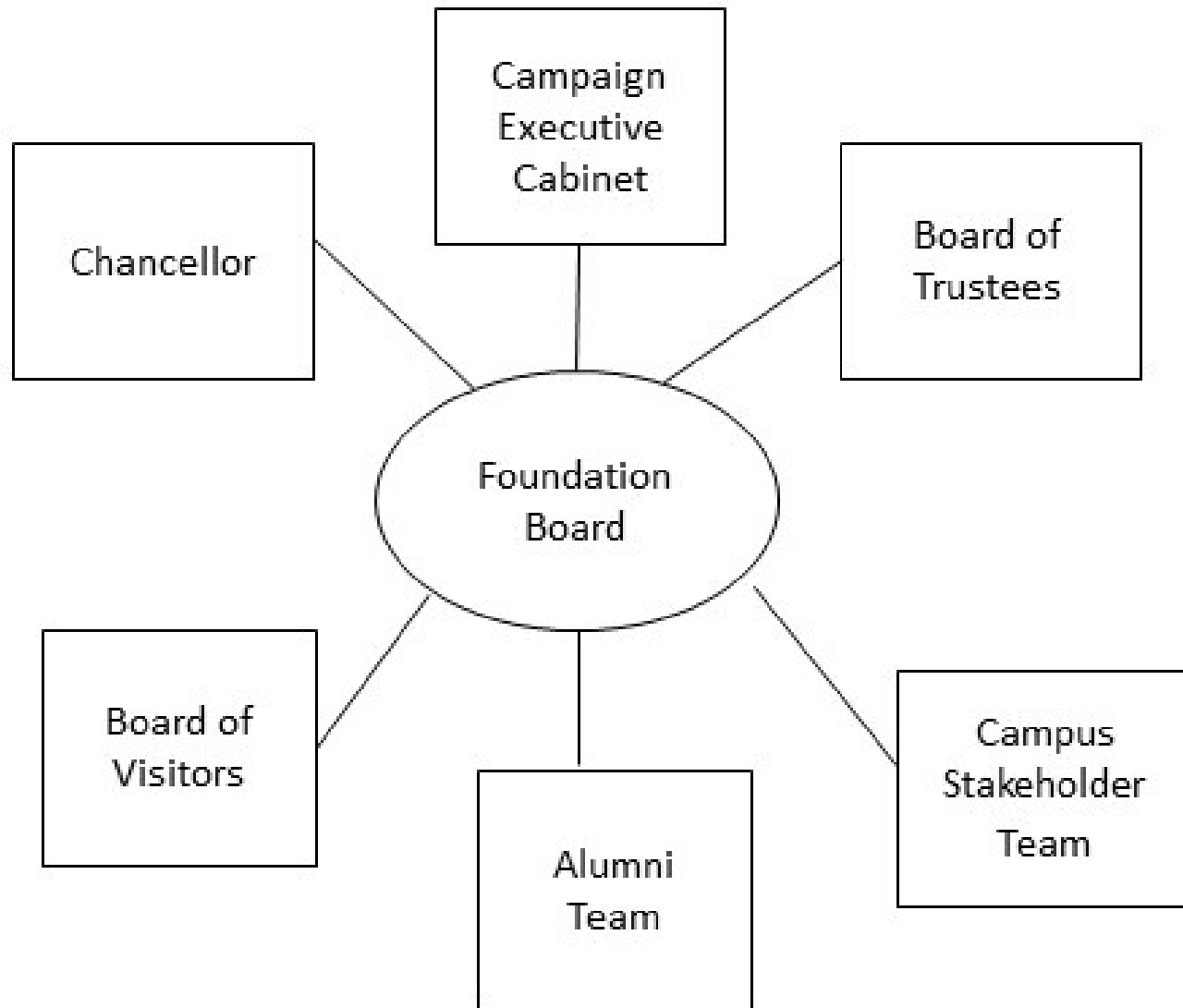




## CAMPAIGN ACTIVITY

- ✓ Case summary
- ✓ Feasibility study
- ✓ Further develop cases for support
- ✓ Facilitate image study
- ✓ Recruit and train volunteers
- ✓ Secure additional principal gifts

# CAMPAIGN VOLUNTEERS



# CAMPAIGN EXECUTIVE CABINET

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in partnership with UNCW Foundation Board



MALCOMB COLEY '86, '89M



HANNAH GAGE



RONNIE MCNEILL



YOUSRY SAYED



RAIFORD TRASK

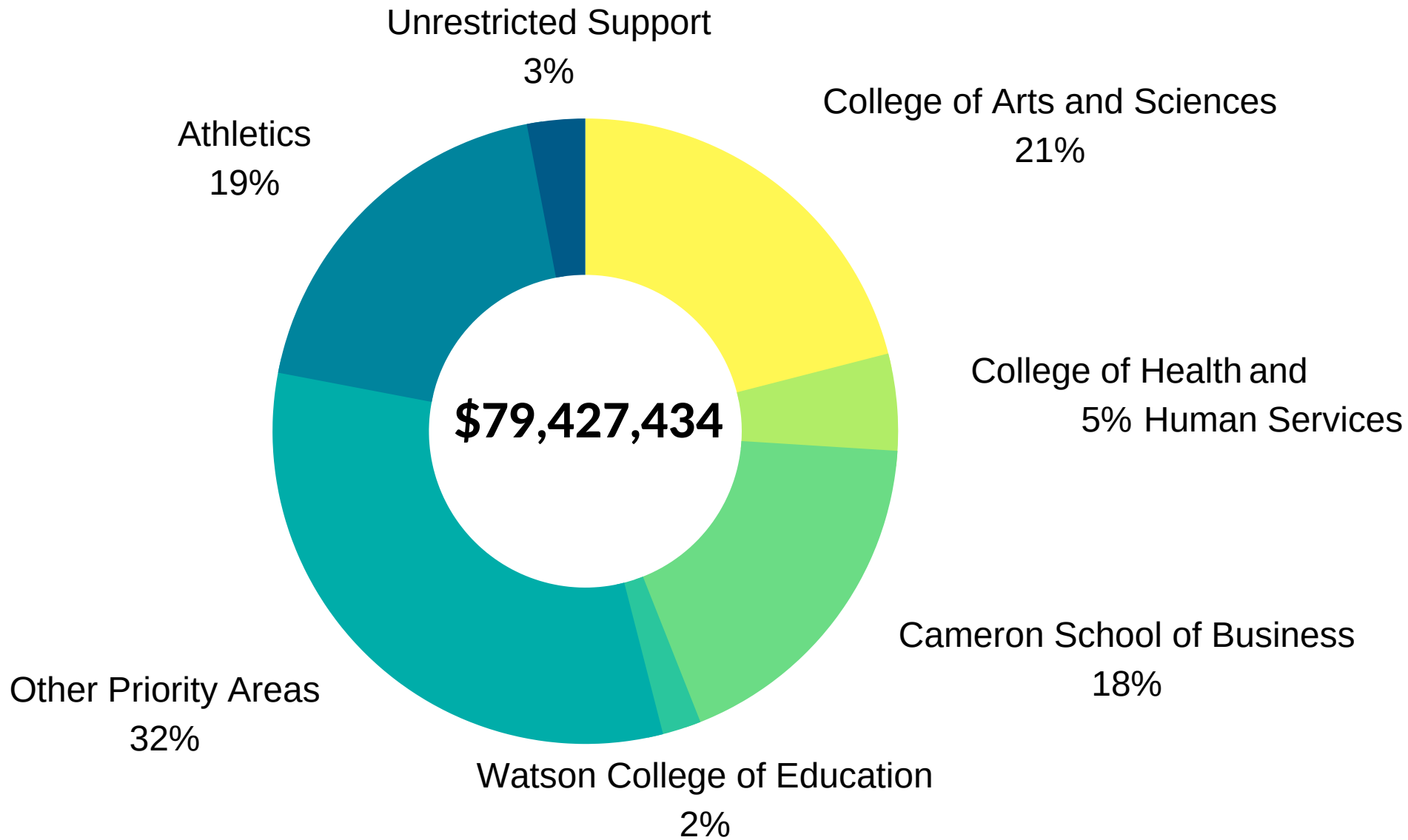


WENDY MURPHY '93



# CAMPAIGN DOLLARS BY AREA

7.1.15 - 9.30.20



# CAMPAIGN PRIORITIES

## GREAT STUDENTS

Merit and Diversity Scholarships  
Student Experiential Learning Awards  
International Study Awards  
Graduate Fellowships and Assistantships  
Student Athlete Scholarships

## GREAT PROGRAMS

Academic Support Funds  
Seahawk Experience Support Funds  
Student Support Program Funds  
Athletic Support Funds  
Distinguished Lecture Series  
Regional Impact Programs

## GREAT FACULTY

Distinguished Professorships  
Faculty Enrichment Funds

## GREAT FACILITIES

Athletic Facilities Improvements  
Veterans Hall  
Randall Library Expansion  
CMS Research Vessel  
CIS Building/Congdon Hall

# CAMPAIGN DOLLARS BY PRIORITIES

7.1.15-9.30.20

\*Many funds are coded under more than one priority; therefore, totals by priority may be inflated\*



**STUDENTS**

**\$39.9M**



**FACULTY**

**\$23.6M**



**PROGRAMS**

**\$30.3M**



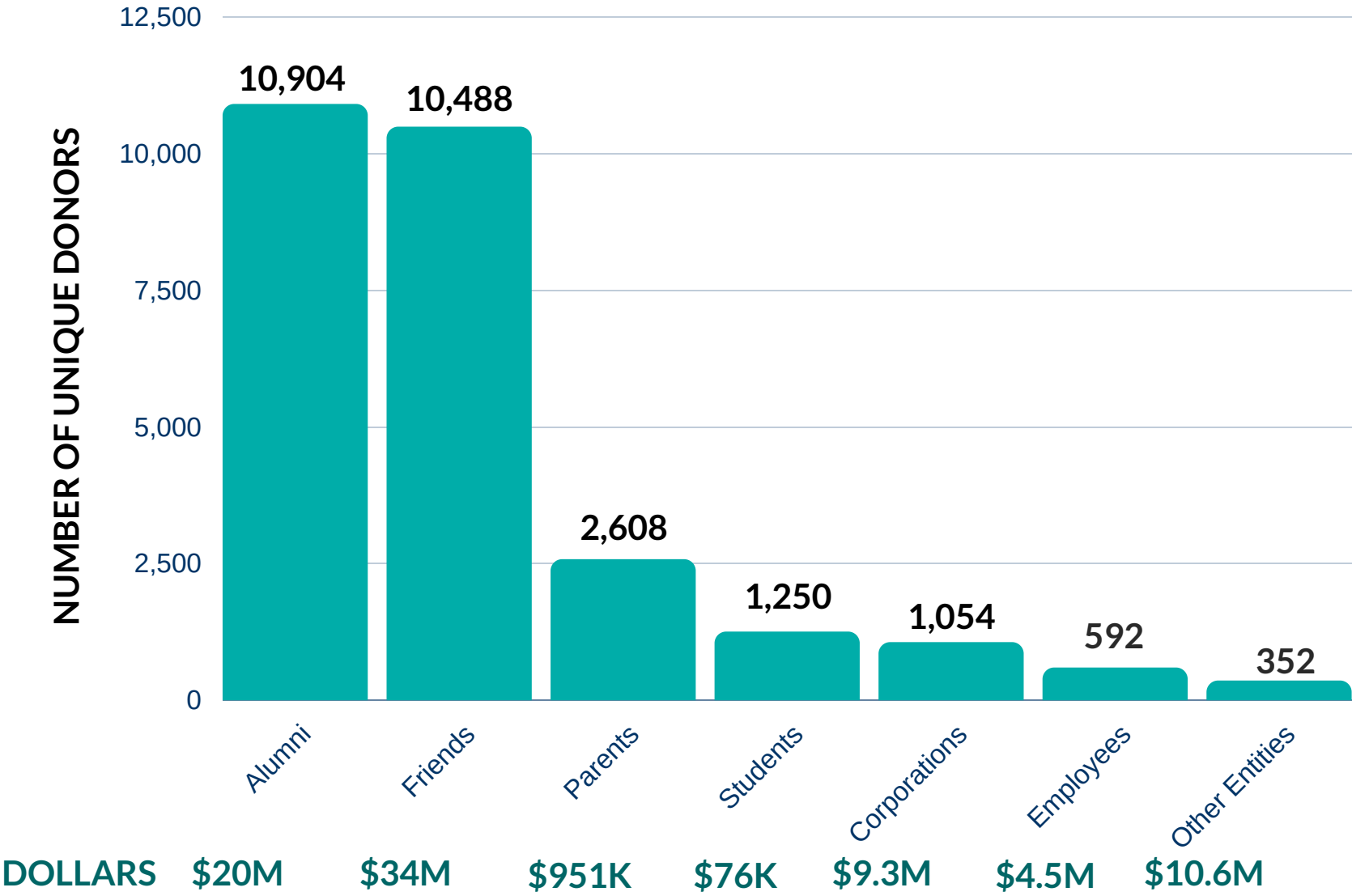
**FACILITIES**

**\$16.6M**



# CAMPAIGN DONORS AND DOLLARS BY CONSTITUENCIES

7.1.15 - 9.30.20





## PUBLIC LAUNCH - JANUARY 2021

Reasons for shifting from  
November 2020:

Unknown health risks associated  
with social gatherings

Honoring constituents' concerns

Early conclusion of fall semester

Recognition that campus  
communicators will need to  
redirect their efforts



# IMAGE STUDY

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Brand and marketing audit

Listening tour with key stakeholders

Quantitative surveys of alumni,  
parents, faculty, staff and students

Brand messaging workshop with key  
stakeholders

Development of messaging pillars and  
personality traits



# IMAGE STUDY FINDINGS

## TOP ATTRIBUTES

Supportive, nurturing  
Affordable with great value  
Resourceful

## CHALLENGES

Diversity  
Career prep and planning  
Engaging alumni in mass  
Touting our strengths

## STRENGTHS

Coastal location  
Beautiful  
Relaxed, laid-back

## PERSONALITY TRAITS

Hard-working, resilient  
Calm in the face of challenges  
Friendly, welcoming  
Easy-going  
Proud of past and present  
Free to explore new paths

# MESSAGING PILLARS

RENOWNED ACADEMIC ACHIEVEMENT

YOU'VE ALWAYS GOT FAMILY IN WILMINGTON

SHAPED BY OUR SURROUNDINGS

CONSCIENTIOUS CARETAKERS OF RESOURCES

A VAST HORIZON



# CAMPAIGN MARKETING STRATEGIES

## TIER 1 MESSAGING POINTS

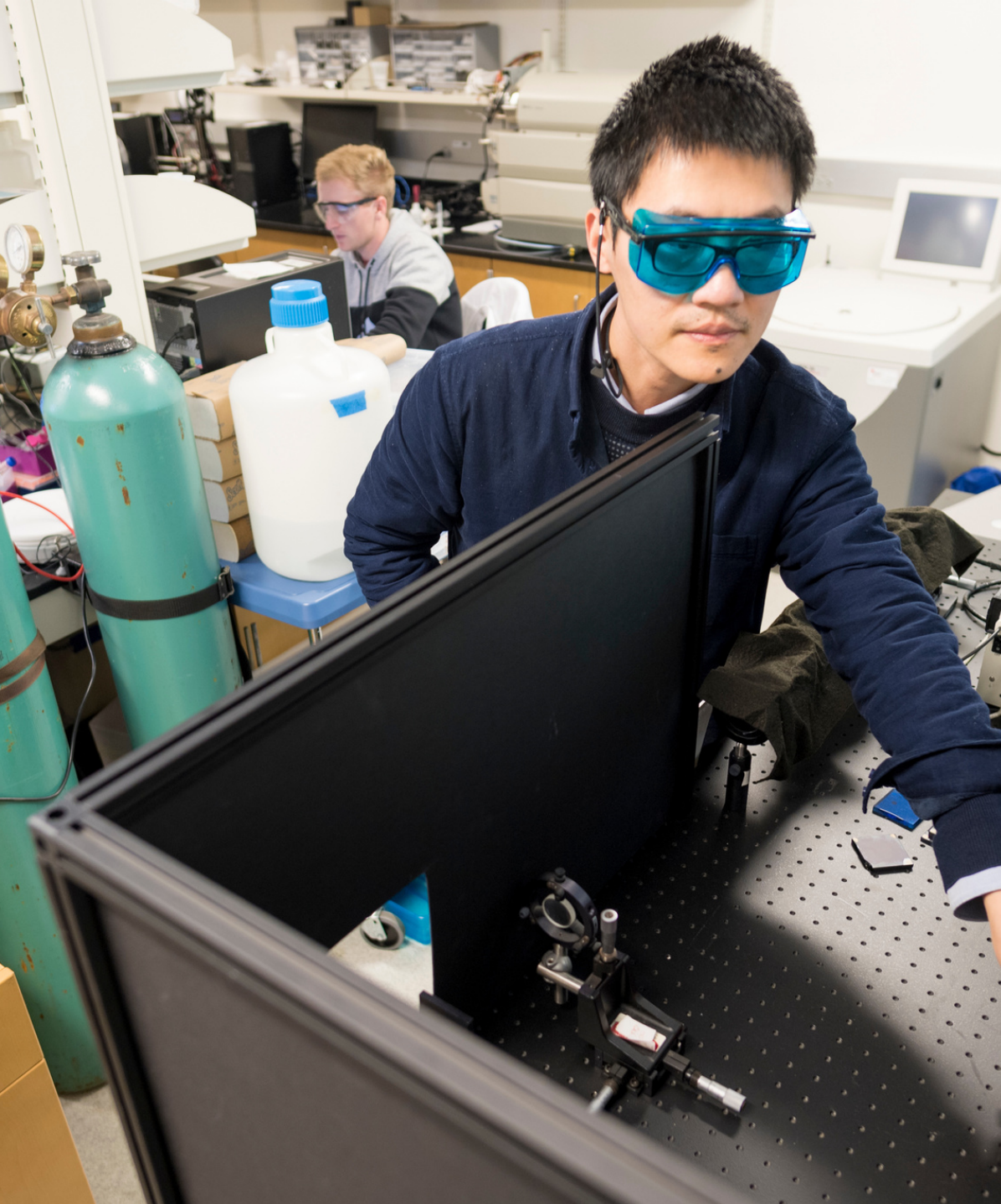
- Reconnect alumni
- Segment by generation
- Promote alumni engagement
- Engage the local community

## TIER 2 MESSAGING POINTS

- Students, faculty, programs and facilities
- Coastal university







## *looking ahead:*

Public launch opportunities:

Special communications and marketing plan executed based on VisionPoint image study findings

Heavy promotion of the campaign theme and storytelling about the power of philanthropy

Homecoming - February

Scholarship Appreciation - March

Dedications, open houses and other special celebrations

Campaign donor launch event - April





thank you

QUESTIONS?

GIVING.UNCW.EDU