



UNIVERSITY *of* NORTH CAROLINA WILMINGTON

DIVISION *for* UNIVERSITY ADVANCEMENT



CAMPAIGN HISTORY

PAST

\$66M

Theme: Soaring to Greatness Campaign

Time frame: 7/1/2005 - 1/31/2012

Goal: \$65M

Note: Concluded 11 months early

PRESENT

\$100M

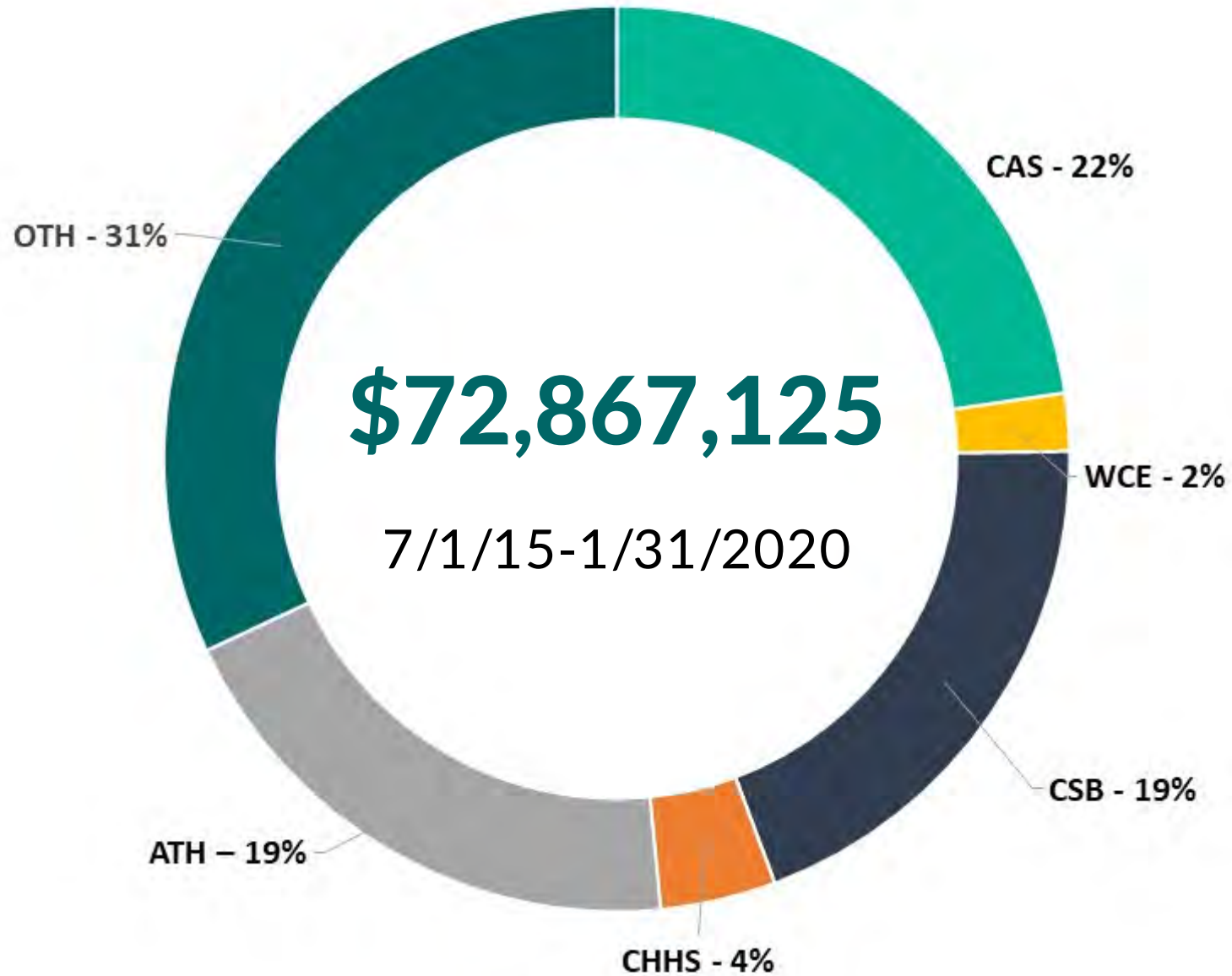
Theme: TBD

Time frame: 7/1/2015 -

Goal: \$100M working target

Note: \$72M as of 1.31.20

CAMPAIGN PROGRESS





CAMPAIGN ACTIVITY

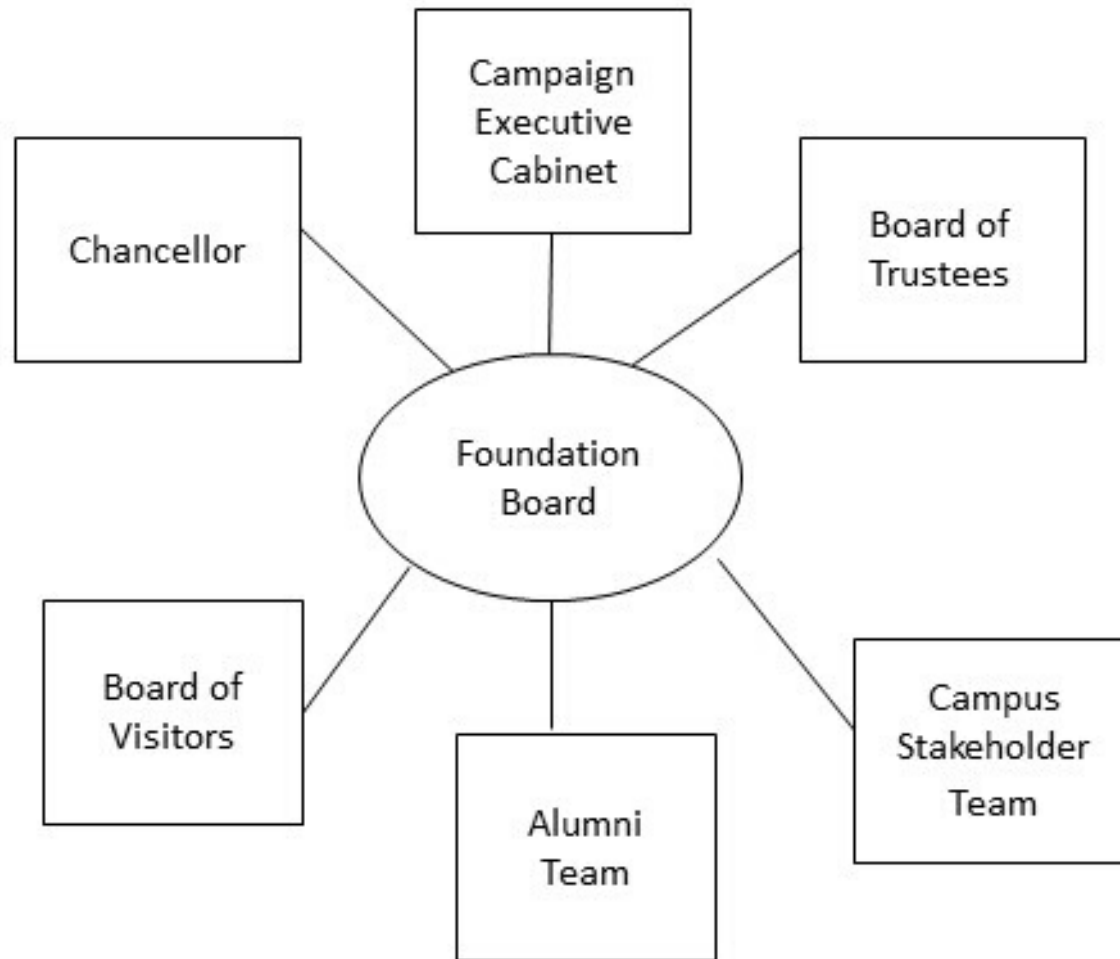
- ✓ Case summary
- ✓ Feasibility study
- ✓ Facilitate image study
- ✓ Further develop cases for support

Recruit and train volunteers

Secure additional principal gifts

Public launch - November 2020

VOLUNTEER STRUCTURE



CAMPAIGN EXECUTIVE CABINET



Malcomb Coley '86, '89M



Hannah Gage



Ronnie McNeill



Wendy Murphy '93



Yousry Sayed



Raiford Trask

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



IMAGE STUDY

- 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
Affordability with high value
Resourceful

STRENGTHS

Coastal location
Beautiful
Relaxed, laid-back

CHALLENGES

Diversity
Career prep and planning
Engaging lots of alumni
Touting our strengths

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



MESSAGING GOALS

Reconnect with alumni

Define need - articulate UNCW's role in local/global impact

Put the future on display - show value

MARKETING STRATEGIES

Tier 1 Messages:

Make audience feel like a part of campus

Articulate value / what's in it for you

Building connections - experiential learning, community service, workforce development, etc.

Tier 2 Messages:

The glue that ties it together - students, faculty, programs and facilities

It's not about the beach, it's about being coastal

PUBLIC LAUNCH



OCTOBER 2020

CELEBRATE CAMPUS
STAKEHOLDERS

HONOR VOLUNTEERS




NOVEMBER 2020

PUBLIC LAUNCH
ELEVATE KEY DONORS
ILLUSTRATE IMPACT
BUILD MOMENTUM



WINTER 2020 & BEYOND

CELEBRATE SPECIAL CONSTITUENTS
PROMOTE PARTICIPATION
ALUMNI RALLY
REGIONAL ROAD-SHOW
STORYTELLING

A young man and a young woman are standing on a paved walkway in front of a large, multi-story university building. The man, on the left, is wearing a black leather jacket, blue jeans, and a black backpack. The woman, on the right, is wearing a grey long-sleeved shirt, black pants, glasses, and a red backpack. They are both smiling and holding a large white sign that reads "YOU MAKE THE UNCW EXPERIENCE POSSIBLE THANK YOU!". The building in the background has a mix of red brick and white columns, with a balcony visible on the upper floor. A person is walking in the distance on the left, and a bicycle is parked nearby.

YOU MAKE
THE UNCW
EXPERIENCE
POSSIBLE
THANK YOU!