## 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

$72,867,125
7/1/15-1/31/2020
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
P R I O R I T I E S

G R E A T  S T U D E N T S

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

G R E A T  F A C U L T Y

Distinguished Professorships
Faculty Enrichment Funds

G R E A T  P R O G R A M S

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

G R E A T  F A C I L I T I E S

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
YOU MAKE THE UNCW EXPERIENCE POSSIBLE THANK YOU!