

A scenic view of a city at sunset. Two people are sitting on a rooftop, looking out over the city and mountains. The sun is low on the horizon, creating a warm, golden glow. The sky is filled with clouds, and the city lights are visible in the distance. The overall mood is inspirational and hopeful.

TOGETHER, OUR POTENTIAL IS LIMITLESS

CAMPAIGN **ASU** 2020

- Outcomes and impact focused
- 10-year campaign counting (FY11-FY20)
- Campaign built around 6 signature objectives

STRATEGIC PURPOSE

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- Focus efforts of the entire university community
- Discipline and structure around fundraising process
- Build a culture of philanthropy

EXPECTED OUTCOMES

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- Achieve \$225M+ steady state for annual philanthropic gifts
- Expand the role of donors, philanthropists, students, faculty/staff, and partners in advancing the university
- Establishment of a formal leadership volunteer structure across units and institutes



CAMPAIGN OBJECTIVES

ENSURE student access & excellence

CHAMPION student success

ENRICH our communities

FUEL discovery, creativity, and innovation

ELEVATE the academic enterprise

DRIVE sun devil competitiveness



CAMPAIGN **ASU** 2020

OVERALL PROGRESS



ENSURE STUDENT ACCESS & EXCELLENCE



CHAMPION STUDENT ACCESS



ELEVATE THE ACADEMIC ENTERPRISE



CAMPAIGN **ASU** 2020

OVERALL PROGRESS



FUEL DISCOVERY, CREATIVITY, AND INNOVATION



ENRICH OUR COMMUNITIES



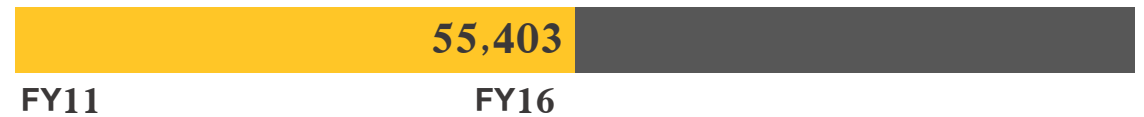
DRIVE SUN DEVIL COMPETITIVENESS



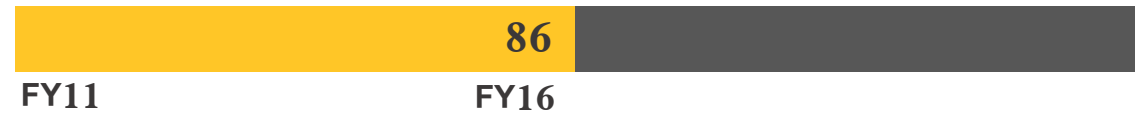
CAMPAIGN ASU 2020

KEY CAMPAIGN OUTCOMES

STUDENT SCHOLARSHIPS THROUGH
PRIVATE SUPPORT



CAMPAIGN LEADERSHIP VOLUNTEERS



CHAIRS AND PROFESSORSHIPS



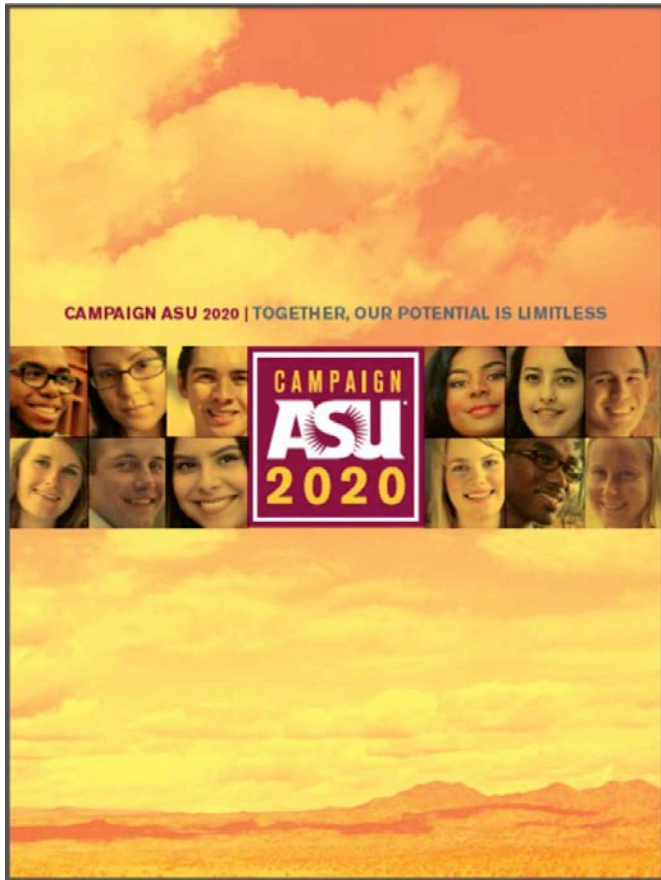
PLANNED GIFTS



ROLE OF LEADERSHIP VOLUNTEERS

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- Act as ambassadors for duration of campaign
- Understand key campaign priorities within your unit
- Foster engagement to help build a pipeline of supporters
- Serve as voice to community, storytelling impact



University Case Statement

- Outward facing
- Illustrates campaign objectives
- Used university-wide

CASE STATEMENTS

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MARY LOU FULTON TEACHERS COLLEGE



OUR ROOTS

TODAY'S ASU BEGAN LIFE AS A TEACHERS COLLEGE

Before we were Sun Devils. Before the pitchforks. Before Sparky. Before ASU became a world-class research university known for leading the way in innovation, there was the Tempe Normal School of Arizona, where, in 1886, 33 students prepared to become teachers.

The dynamic college of education now known as Mary Lou Fulton Teachers College has always been at the very center of the ASU story. It is still at the heart of ASU's mission to create lifelong learners and of the New American University's commitment to access, excellence, and impact.

Today, Mary Lou Fulton Teachers College is one of only a handful of institutions that excel at both teacher preparation and academic research. It is a world-renowned hub of innovation where pioneering ideas and practices related to education are created, refined, and scaled to have the greatest possible positive impact on individuals and communities.

OUR MISSION

Mary Lou Fulton Teachers College creates knowledge, mobilizes people, and takes action to improve education. Drawing from a wide range of academic disciplines, we inspire creative thinkers to integrate ideas and practices into new and effective combinations that help us solve problems in education.

CORE VALUES

- Pursue excellence at scale to achieve impact
- Champion diversity of people and ideas
- Exercise leadership through innovation
- Share responsibility for the strength of communities

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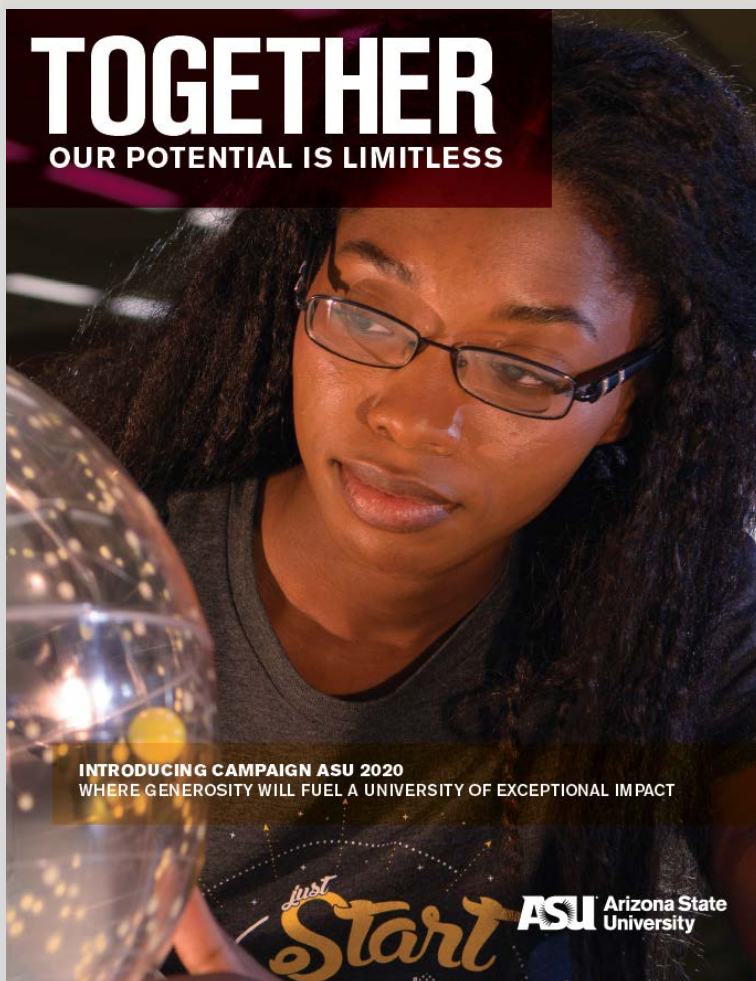
the number of schools
where our teacher
candidates and faculty work

12,295,800

the number of classroom hours
logged by our teacher candidates
in K-12 schools since 2006

CAMPAIGN 101

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TOGETHER

OUR POTENTIAL IS LIMITLESS

INTRODUCING CAMPAIGN ASU 2020
WHERE GENEROSITY WILL FUEL A UNIVERSITY OF EXCEPTIONAL IMPACT

Just Start **ASU** Arizona State University

Why Campaign ASU 2020

In the past decade, ASU reimagined what higher education could be and redesigned the public research university to fulfill that vision. As a result, we have left an indelible mark on our communities and on how people think about higher education. More people from our diverse population have access to an education that prepares them to thrive in the workplace. More communities are sharing the economic and societal benefits of purpose-based research.

Philanthropy ensures that ASU continues to produce highly trained graduates for an increasingly diverse, fast-paced workforce. Your gifts enable ASU to continue to produce innovative research and contribute solutions to our most pressing challenges.

Your Support Matters

Giving to a great university is a direct way to create change with one act of generosity—for the university is an amazing collection of research, discovery, service, and lives being changed. A gift to ASU may indeed lead to diseases cured, lives bettered, new technologies created, communities served, environments and species preserved, and vital questions answered.

The Challenge

16 million in 2020

Shortage of college grads to fill expected jobs

2 out of 3

Jobs in Arizona that will require education beyond high school by 2020

Rising to the Solution

63%

Increase in six-year grad rates since 2004

65%

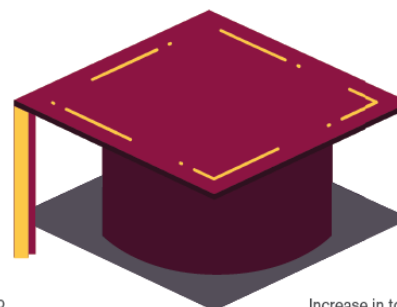
Increase in degrees awarded since 2005

156%

Increase in degrees to minority students since 2004

325%

Increase in total financial aid for undergraduates since 2002



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TIME. TREASURE. TALENT.

Your Participation Is Key to a Successful Campaign

We hope you see Campaign ASU 2020 as an opportunity to connect with people who are changing your community for the better. We know many of you aspire to do good in the world; we invite you to see what members of the ASU community are doing and join your abilities and intellectual capital with theirs.

There are many ways you can connect at ASU. Here are just a few:

ASU Alumni Association. With more than 400,000 members across the globe, the association works to forge a stronger alumni and university community, and has several ways for supporters to volunteer.
alumni.asu.edu/volunteer

Sun Devil Network. As a Sun Devil Network volunteer, you can connect, inspire, and hire Sun Devils. All you need is a willingness to share your time, unique professional expertise, or opportunities within your workplace.
eoss.asu.edu/cs/faculty/support/sdn

The President's Club is made up of advocates who provide intellectual and financial resources to ASU leaders, including President Michael M. Crow. These resources allow leaders to capitalize on emerging opportunities.
giveto.asu.edu/presidentsclub

Women & Philanthropy. Enjoy the camaraderie of other women and magnify the power of your generosity by pooling resources to support the ASU community.
giveto.asu.edu/womenandphilanthropy

Sun Devil Family Association. Parents and grandparents of ASU students are invited to help create a family community and impact the lives of ASU students.
sundevilfamilyassociation.com

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CAMPAIGN WEBSITE

giveto.asu.edu

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CAMPAIGN  2020



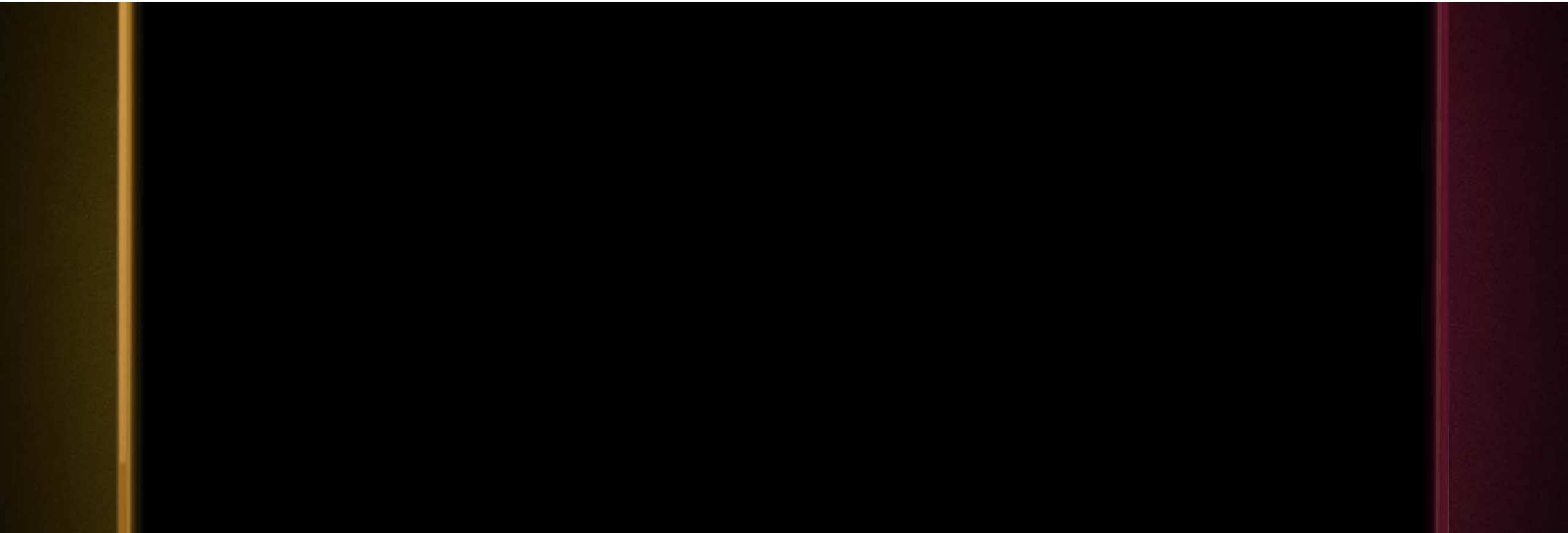
CAMPAIGN KICK-OFF

JANUARY 26, 2017



ASU UNITY VIDEO

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