TOGETHER, OUR POTENTIAL IS LIMITLESS
• Outcomes and impact focused
• 10-year campaign counting (FY11-FY20)
• Campaign built around 6 signature objectives
• **Focus efforts** of the entire university community
• **Discipline and structure** around fundraising process
• **Build a culture of philanthropy**
• 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
CAMPAGN OBJECTIVES

ENSURE student access & excellence

CHAMPION student success

ENRICH our communities

FUEL discovery, creativity, and innovation

ELEVATE the academic enterprise

DRIVE sun devil competitiveness
ENSURE STUDENT ACCESS & EXCELLENCE

CHAMPION STUDENT ACCESS

ELEVATE THE ACADEMIC ENTERPRISE

OVERALL PROGRESS

$1.08B  $1.5B

72%

$221,000,000  $220M

$109,000,000  $184M

$94,000,000  $233M
OVERALL PROGRESS

$1.08B 72%

$1.5B

FUEL DISCOVERY, CREATIVITY, AND INNOVATION

$352,000,000 $441M 80%

ENRICH OUR COMMUNITIES

$140,000,000 $165M 84%

DRIVE SUN DEVIL COMPETITIVENESS

$165,000,000 $258M 64%
KEY CAMPAIGN OUTCOMES

STUDENT SCHOLARSHIPS THROUGH PRIVATE SUPPORT

Campana Leadership Volunteers

Chairs and professorships

Planned gifts
• 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
OUR ROOTS
TODAY’S ASU BEGAN LIFE AS A TEACHERS COLLEGE

Before we were Sun Devils, before the phidelsks. 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, 35 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 trained to have the greatest possible positive impact on individuals and communities.

OUR MISSION
Mary Lou Fulton Teachers College creates, advances, and leads educational improvement and innovation. Drawing from a wide range of academic disciplines, we inspire creative thinkers to invent, develop, and test new and effective combinations that help us solve problems in education.

CORE VALUES
- Promote excellence at scale to achieve impact
- Exercise leadership through innovation
- Champion creativity and ideas
- Demonstrate responsibility in the service of communities

304
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 2002
TOGETHER
OUR POTENTIAL IS LIMITLESS

CAMPAIGN 101

JANUARY 30, 2017

CAMPAIGN UPDATE

Why Campaign ASU 2020

In the past decade, ASU, along with what higher education could be, has reimagined higher education to fulfill that vision. As a result, we have an inclusive team of our community and the people that hold higher education. ASU people from diverse population have access to an education that prepares them to thrive in the workplace. The university also shares the economic and social benefits of polytechnic research.

The Challenge

16 million in 2020

Shortage of college graduates 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 four-year graduation rates since 2004

65%

Increase in degrees awarded since 2008

156%

Increase in degrees to minority students since 2004

325%

Increase in total financial aid for undergraduates since 2002

Your Support Matters

Going to a great university is a direct way to create change—and it’s one of ASU’s strongest values. ASU is the university of the future, online on campus, and in the community. ASU is a place where the past and the present meet to create the future and produce the leaders who will help shape it.

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 invite you to see what members of the ASU community are doing and join your friends and neighbors in raising the profile of ASU today.

TALENT.

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CAMPAIGN KICK-OFF
JANUARY 26, 2017
CAMPAIGN ASU 2020  |  TOGETHER, OUR POTENTIAL IS LIMITLESS