

ADVANCING MARQUETTE

STACY MITZ, ASSOCIATE VICE PRESIDENT
JOE TRUE, ASSISTANT VICE PRESIDENT



**BE THE
DIFFERENCE.**

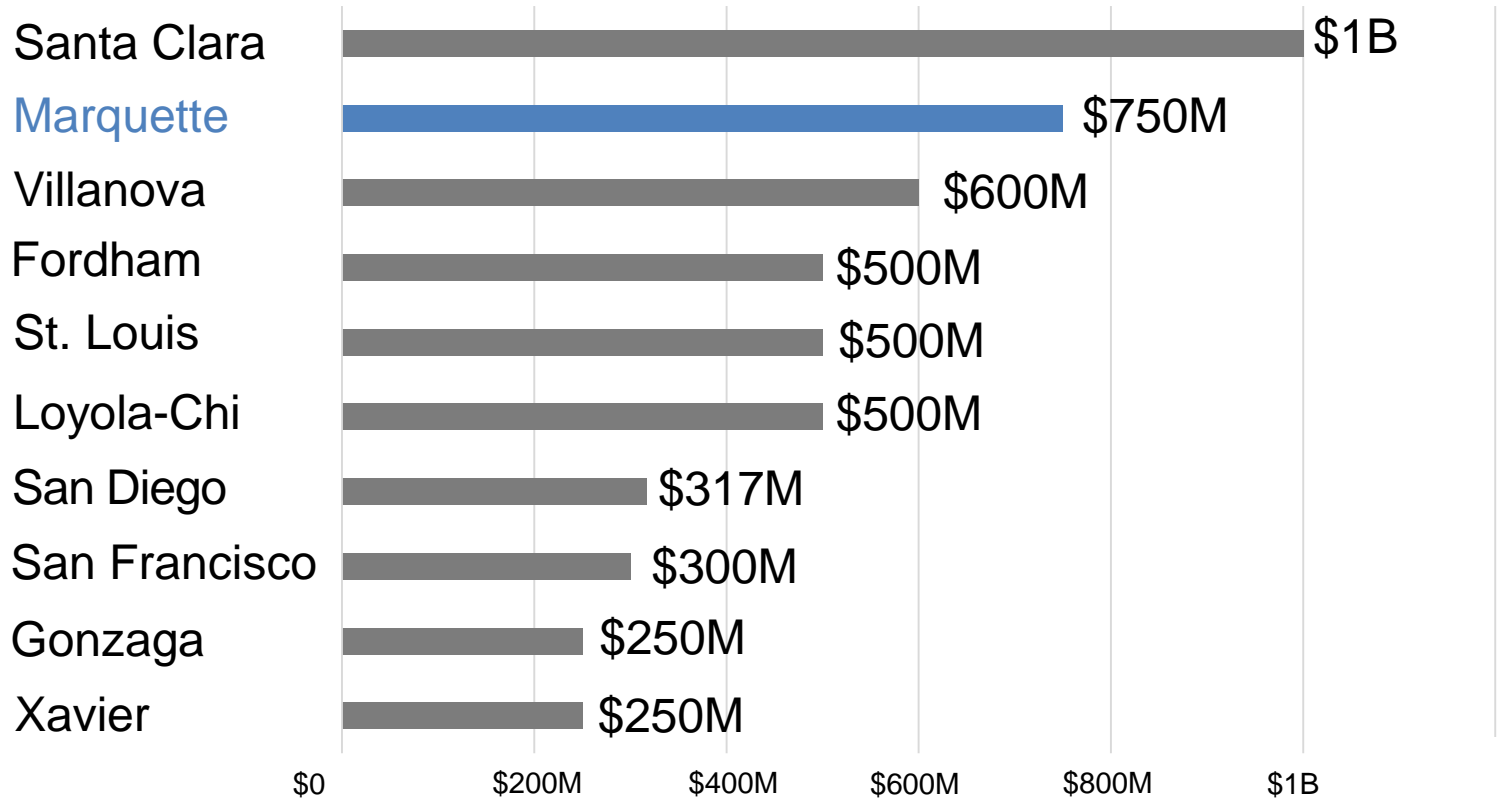
WHY CAMPAIGN?

CREATE SUSTAINABLE MOMENTUM



-
- Preserve our founding mission
 - Boldly inspire and galvanize
our university community
 - Tap into our core – our spirit, pride and passion
 - Marquette is an educational difference maker
in our community and world, producing men
and women who serve others.

CAMPAIGN GOAL PEER COMPARISON



CAMPAIGN OBJECTIVES

- Expand student opportunities
- Attract and retain world-class teacher scholars
- Cultivate academic and university-wide innovation
- Transform our living and learning environment



EXPAND STUDENT OPPORTUNITIES



Global Brigades in Panama

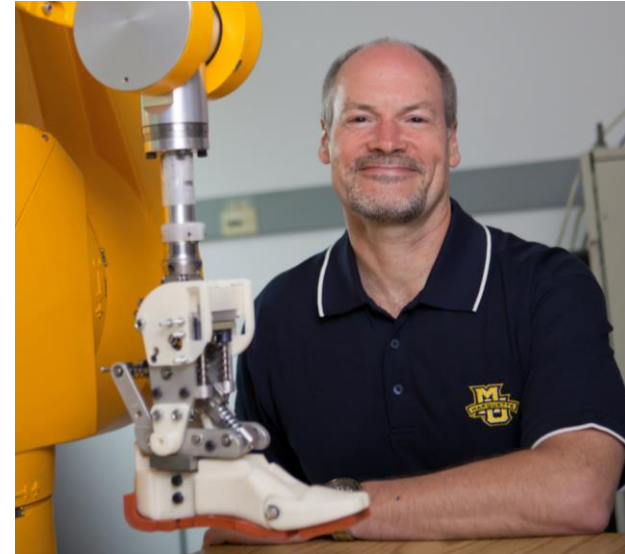


MU – Marquette High Pathways Program

ATTRACT & RETAIN WORLD-CLASS TEACHER SCHOLARS



Dr. Felicia Miller,
Chair of Marketing,
Associate Professor



Dr. Joseph Schimmels,
Robert C. Greenheck Chair
in Design and Manufacturing

CULTIVATE ACADEMIC AND UNIVERSITY-WIDE INNOVATION



E-Lead: Investing in the people who drive innovative thinking



Data science and health care analytics

TRANSFORM OUR LIVING & LEARNING ENVIRONMENT



\$1 million anonymous gift propels neuro recovery clinic



Diederich College of Communication technology upgrades from \$3.5 million gift

FOUR CAMPAIGN FUNDING AREAS



Academic
& Programmatic



Endowment



Capital
Projects



Annual
Fund



An inside look at our \$750 million
comprehensive campaign

FISCAL YEAR 19 RESULTS

\$104.2M Secured in new gifts and confirmed pledges

\$14M Over our goal of \$90 million

16% Alumni participation, increased by more than 1,800 new donors



MARQUETTE
UNIVERSITY

BE THE
DIFFERENCE.

EARLY CAMPAIGN PROGRESS

3-YEAR COMPREHENSIVE TOTALS

\$279.7M

New gifts and pledges, 37% of \$750M goal

32,837

Donors

320

Donors who have given \$100K+ in commitments,
59% were first-time major gift donors to Marquette

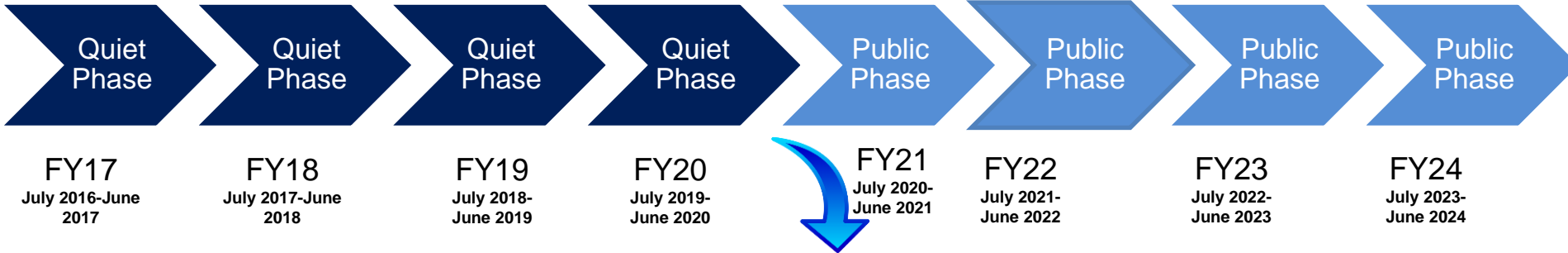
54

Donors who have given \$1M+ in commitments,
69% gave first 7-figure gift to Marquette

Campaign Phases

8-year campaign broken into two distinct phases

September 27, 2019
\$310.5M (41% to \$750M goal)




**PUBLIC CAMPAIGN
LAUNCH OCTOBER 2020**



STORIES of
PHILANTHROPY



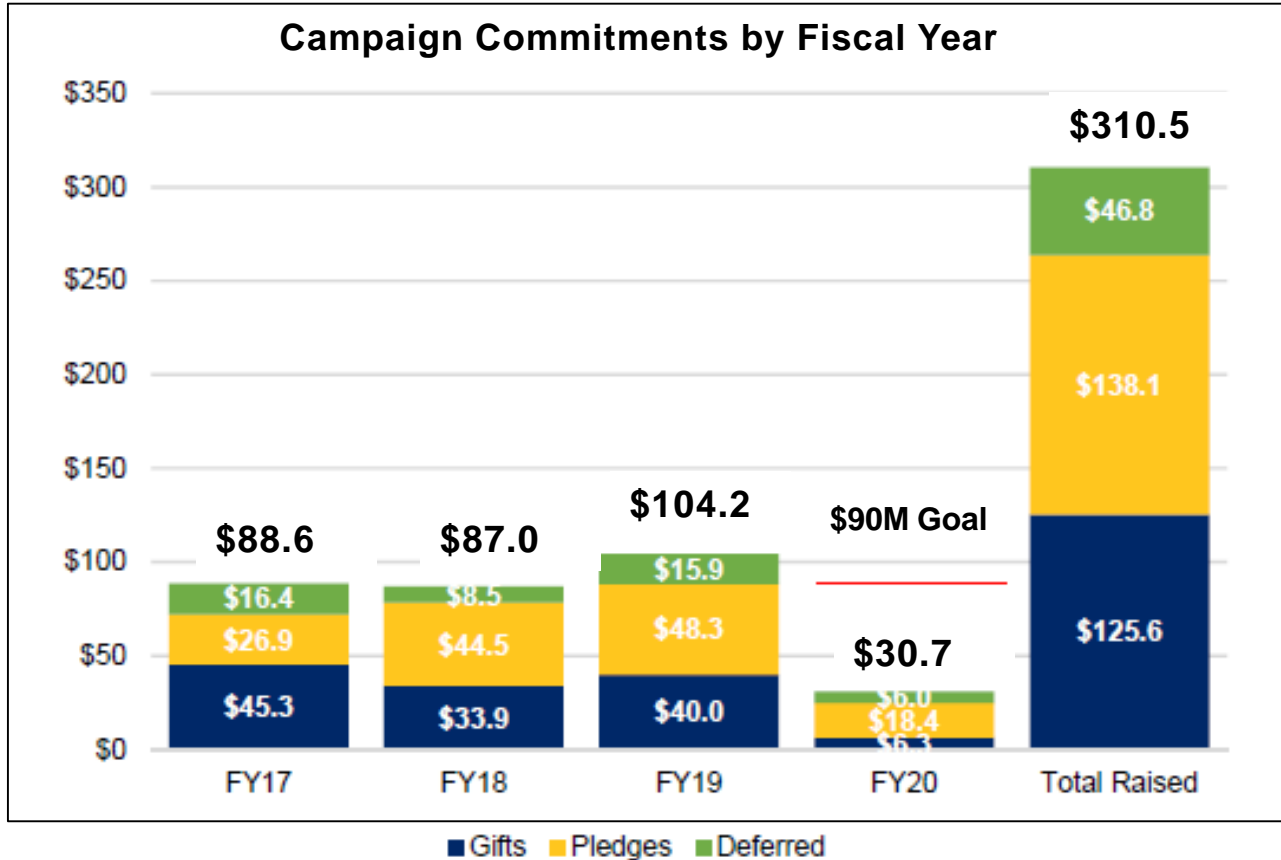
**\$7 MILLION INVESTED IN
SERVICE-DRIVEN SCHOLARSHIP
Burke Scholars and Trinity Fellows Programs**



**\$1 MILLION TO GROW OUR
CATHOLIC IDENTITY**
Bill and Nancy Stemper



FUNDRAISING DASHBOARD



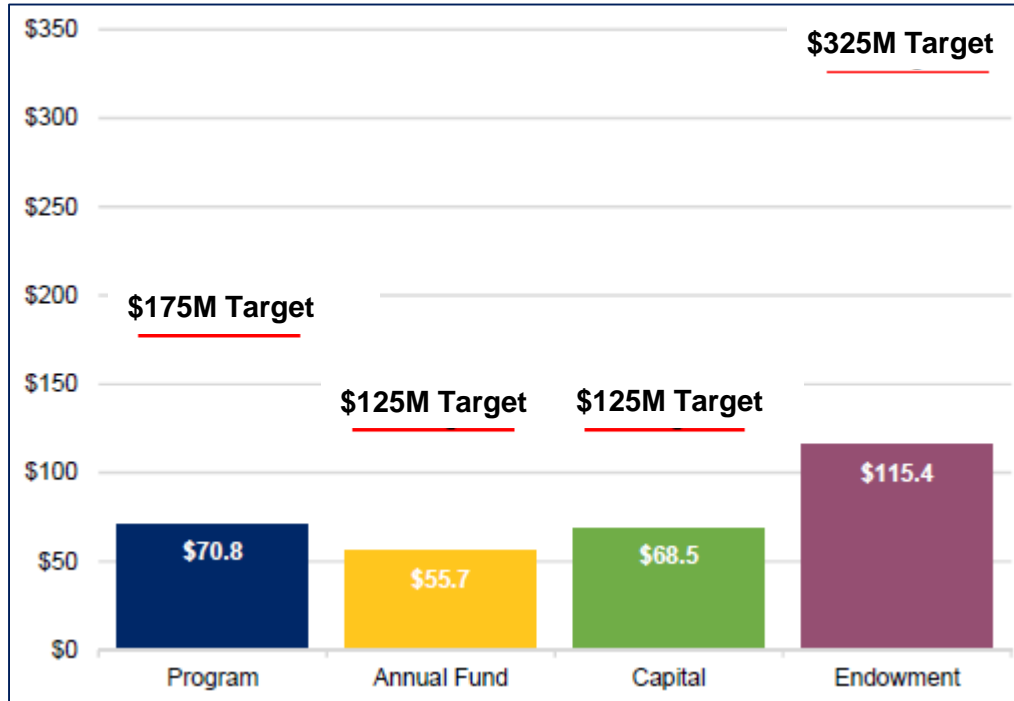
TOTAL CAMPAIGN: \$310.5M

Through Sept. 27, 2019

Total Campaign

- Deferred
- Pledges
- Gifts

Campaign
by Initiative



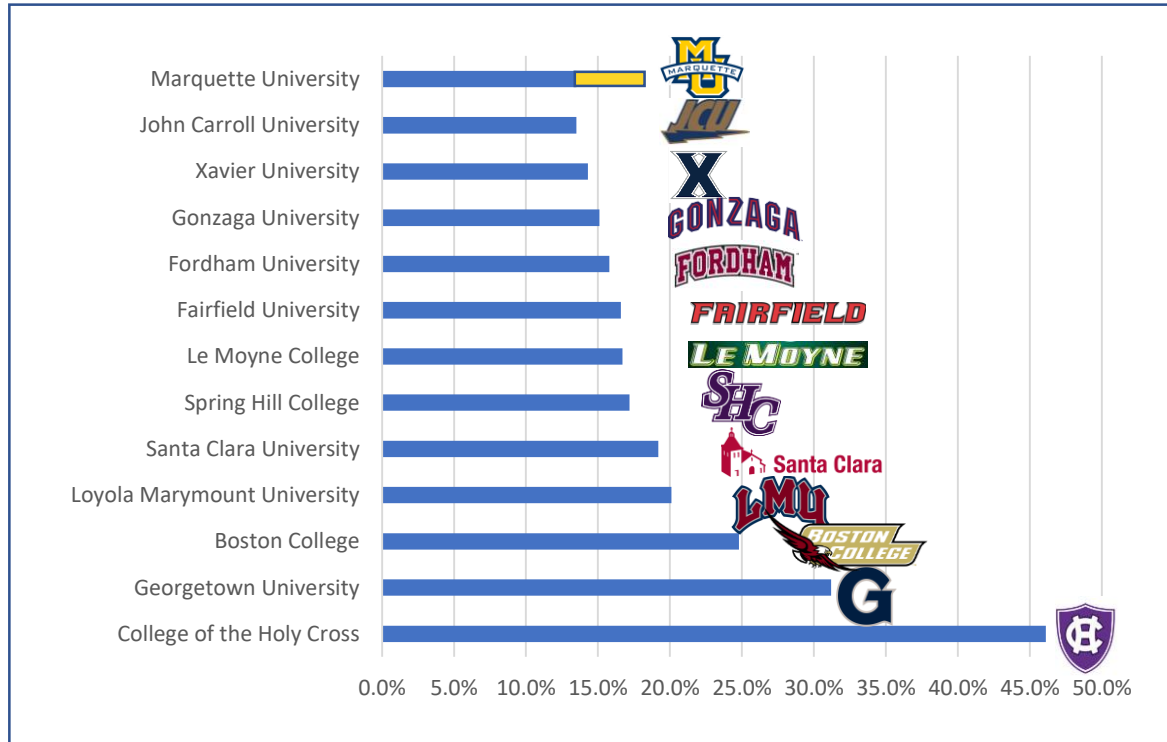
FISCAL YEAR 20 GOAL

\$90 MILLION

\$30.7M raised through Sept. 27 in new gifts and confirmed pledges



DEVELOP A CULTURE OF GIVING THROUGH ALUMNI PARTICIPATION





journal sentinel

PART OF THE USA TODAY NETWORK

“Here’s how Marquette melded need and nostalgia to revitalize a student food pantry”



ACHIEVED GOAL OF 16%

- 13,000 alumni donors

McCORMICK FAREWELL

- 700+ new donors, 20 countries
- Raised approximately \$85,000 supporting backpack program

FY 20 GOAL: 18%



QUESTIONS

Give Marquette Day:

- What energizes our alumni base to participate in Give Marquette Day?
 - To be an advocate
 - To give

Email Communication:

- Are you seeing impactful examples from other non-profits? What makes this email memorable and engaging?
 - Motivation to open; Motivation to engage; Motivation to give

Social Media Influencer:

- Can we start with a few scheduled “takeovers” and build from there?

Volunteer Management System (VMS):

- What kind of email templates would be beneficial to you as you contact classmates/friends to encourage a gift?



QUESTIONS & POINTS OF INTEREST