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Fearless Ideas: The Campaign for Maryland

Division of University Relations



UNIVERSITY OF
MARYLAND

Campaign Goals

Raise \$1.5 billion in support

- Emphasis on Endowment
- Endowed Faculty Support Goal - \$200M

Other Goals

- Increase Donors
- Enhance Reputation
- Establish Philanthropic Volunteer Culture
- Establish Best Practices in Advancement

Major Gift Fundraising: The Donor Continuum

Stages of Engagement:

- Identification
- Cultivation
- Solicitation
- Stewardship

FEARLESS IDEAS THE CAMPAIGN FOR MARYLAND

How Can Faculty Help?

Working With Your School Development Office

Role of Faculty in Prospect Identification

- Leveraging your relationships with students and alumni
- You may be teaching the next Brendan Iribe

Role of Faculty in Prospect Stewardship

- *The Best Prospect for a New Gift is a Past Donor*
- Donors want to know how their gifts have made a difference
 - Endowment and Impact Reporting
 - Engaging with Donors



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