Honorary chair: Men’s basketball coach Will Wade
What is the Faculty, Staff and Retiree Campaign?

• An opportunity to directly impact the VCU community through private philanthropy

• Gifts directly benefit our students, faculty, patients and programs
Why should I support the campaign?

• When you give, "they" give. Your participation demonstrates that VCU is one of the best possible investments for a potential donor’s philanthropic support.

• This is your chance to show you believe in VCU’s mission.

• You can choose the fund or funds you wish to support at VCU or one of its affiliated foundations.

• Every gift matters to the university, no matter the amount. Every VCU employee can participate.

• Together, we can make giving real.
What is the campaign timeframe?

• The campaign runs April 5-May 15.
  • Volunteers are encouraged to personally visit faculty and staff to seek donations to support the university.
• But any gift made by a VCU or VCU Health faculty, staff member or retiree made to support VCU this fiscal year (July 1-June 30) will count in this year’s campaign. THANKS!
What’s the goal?

PARTICIPATION!
Campaign leadership

Dean Jean Giddens, School of Nursing

Dean Joe Seipel, School of the Arts

Michael Davis, former interim vice provost

Sania Marcoccia, Staff Senate

Holly Alford, Faculty Senate

Napoleon Peoples, former associate dean
Ways to give

- Payroll deduction (online)
- Credit card (online)
- Checks (made payable to an affiliated foundation)
Giving options

• You can give to support the VCU or VCU Health entity of your choice, including:
  • Fund for VCU
  • Schools and units
  • VCU Athletics
  • VCU Libraries
  • VCU Massey Cancer Center
• You can give ANONYMOUSLY, if you’d like
• You can donate at whatever level makes you comfortable.
• Participation is the goal!
Comprehensive fundraising campaign launches
Sept. 22-24
Why conduct a Comprehensive Campaign?

- Sense of urgency to giving
- Engage new leadership
- Increase giving
- Discipline and focus on strategic objectives
Campaign benchmarks

**Capacity analysis**
- Universitywide capacity analysis complete. School & unit capacity analysis review completed August 2014
- Preliminary Campaign Readiness Assessment July-September 2014
- Completed January–May 2015
- Continued June 2015 and beyond

**Unit and university needs list**

**Feasibility studies**

**Campaign goals and objectives**

**Volunteer leadership**
- FY 2016

**Campaign kick-off**
- Sept. 22-24, 2016
Rodney wants all of us to participate in the Faculty, Staff and Retiree campaign!