



# Campaign Update

Tuesday, February 27, 2024



# Agenda

**1**

**Campaign Workplan Update**

**2**

**Main Case for Support**

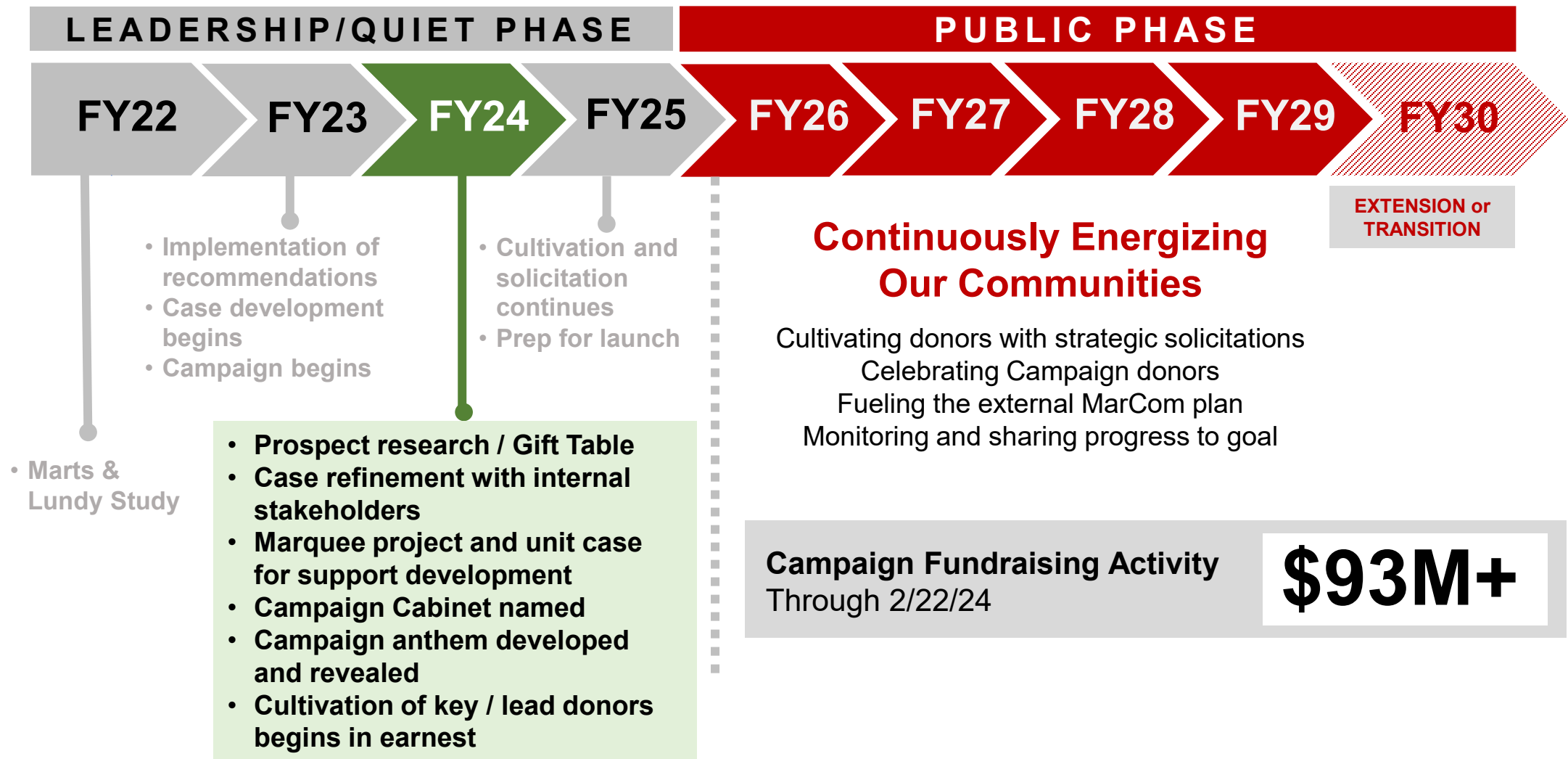
**3**

**Our Commitments**

**4**

**What's Next**

# Campaign Timeline



# Constructing the Case for Support

## The Lead Narrative for Our Campaign



### Amplifies the NIU story

- Resonates with donors as visionary and aspirational, with clarity of purpose and impact
- Inspires philanthropy through a compelling call to action



### Advances our biggest ideas

- Motivates transformational giving from individuals, organizations and society
- Involves multiple university units



### Positions NIU for success

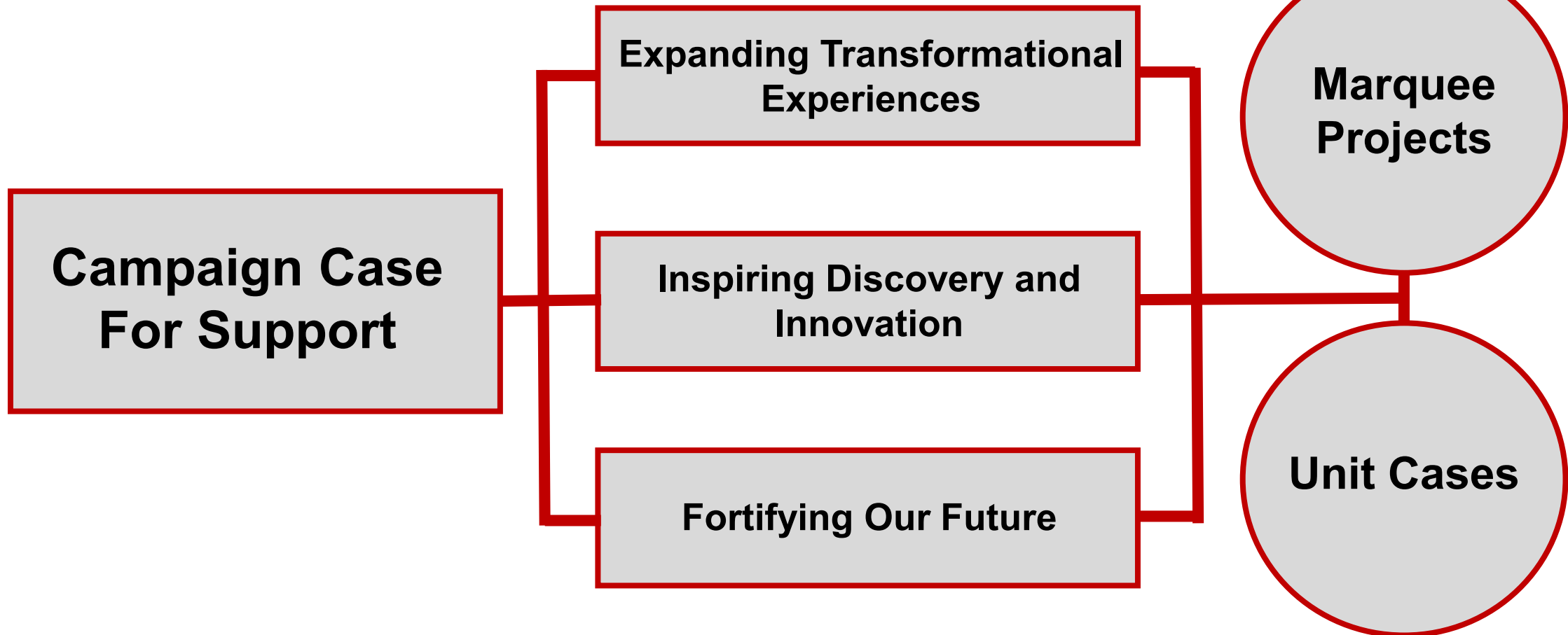
- Through a compelling and captivating Case for Support – takes time to craft
- With high impact funding priorities – key to success

# Case for Support Framework

**FOCUS + THEME**

**COMMITMENTS**

**PROJECTS**



# Campaign Cabinet



## **Ray Banks**

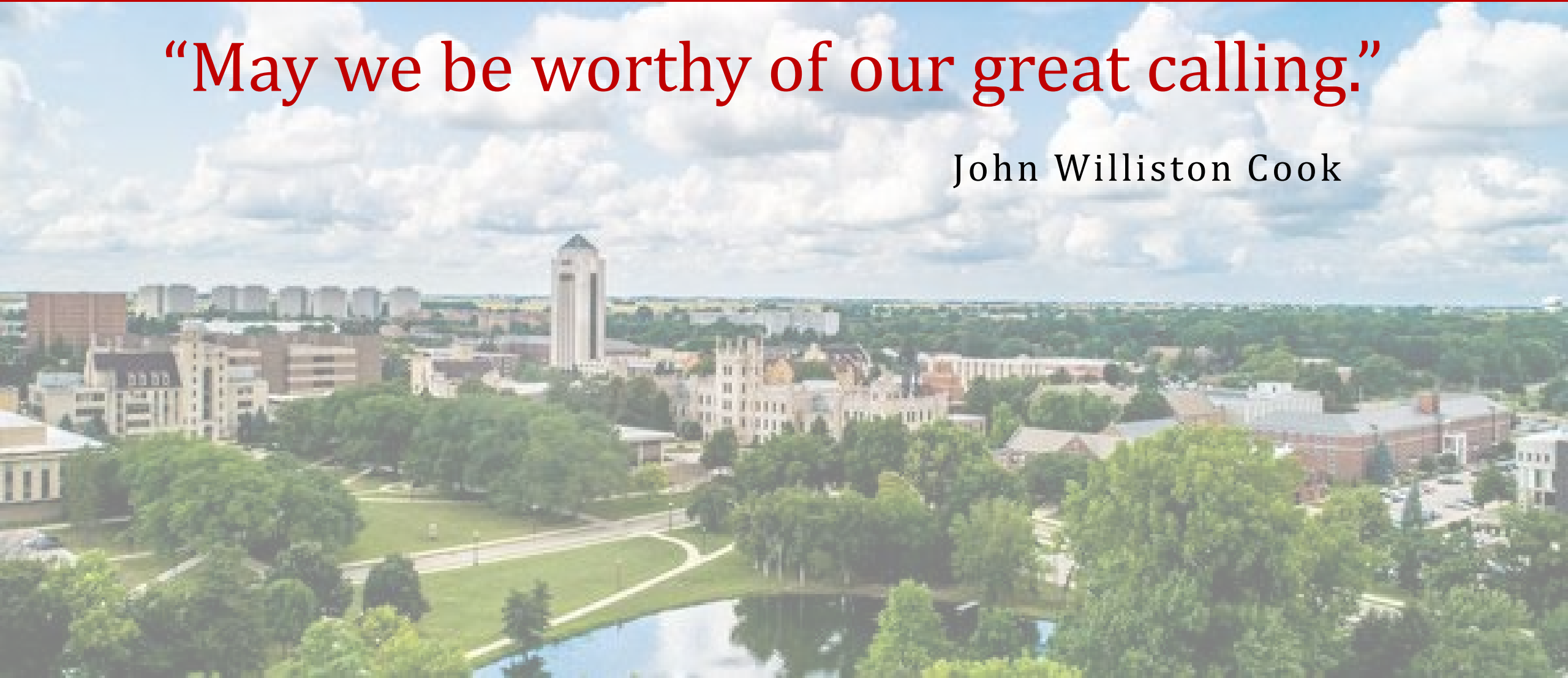
Chair, Campaign Cabinet

Member, NIU Foundation Board of Directors

# The Case for Support

“May we be worthy of our great calling.”

John Williston Cook



# The Case for Support

“May we be worthy of our great calling.”

Northern Illinois University was established at the end of the 19th century to educate the region’s rapidly growing population. Decade after decade, this calling has evolved.

Today, we not only teach, but we also create new knowledge, experiences and solutions in ways that ultimately transform individuals, entire communities and even our world.

NIU is nationally recognized as a catalyst for social mobility, an incubator for dynamic research and innovation, and a champion of pairing talent with opportunity.

As Huskies, we endeavor to honor our calling by expanding our impact through the development of the leaders, innovators and stewards who will help our region and world flourish in the 21st century.



COMMITMENT ONE

# Expanding Transformational Experiences



For anyone who dreams of being a Huskie, our goal is to let nothing stand in the way of our life-changing learning opportunities, degrees and careers. It's fundamental to our identity and actions. We will intensify our efforts by strengthening the investment in our Huskies' skills, talents, experiences and strengths, thus empowering our students to be more responsive, more resilient and successful in all of their endeavors. Further, we'll ignite in them the desire to carry their talents and Huskie values forward to generate the greatest impact on our society.

COMMITMENT ONE

# Expanding Transformational Experiences



MARQUEE PROJECTS

# The Huskie Promise Funds to Support Faculty Excellence

COMMITMENT TWO

# Inspiring Discovery and Innovation



Our rapidly changing world demands we rise to its challenges with diverse perspectives and bold ingenuity. We will equip our faculty mentors and their students with the resources needed to take ideas from theory, to practice, to results. We will foster interdisciplinary collaboration to fully harness Huskie creativity and artistry; strengthen our portfolio of partners to accelerate and maximize research; and bridge classrooms, studios and labs to the real world in new ways so that we can achieve the greatest impact locally and globally.

COMMITMENT TWO

# Inspiring Discovery and Innovation



MARQUEE PROJECTS

## NICCS

## The Innovation Fund

COMMITMENT THREE

# Fortifying Our Future



It's through our heightened commitment to sustainability and resilience – adapting to a dynamic world without depleting or degrading resources – that we will boost the well-being of our campus and far beyond for this generation and generations to come. We recognize a responsibility to create an environmentally conscious university and invest in the health of our planet while developing future leaders who will help to solve pressing global challenges. With enhanced financial stability, institutional growth moves into reach and enriches academic programming that delivers results for students today and tomorrow.

COMMITMENT THREE

# Fortifying Our Future



MARQUEE PROJECTS

## Environmental Sustainability

## Financial Resilience

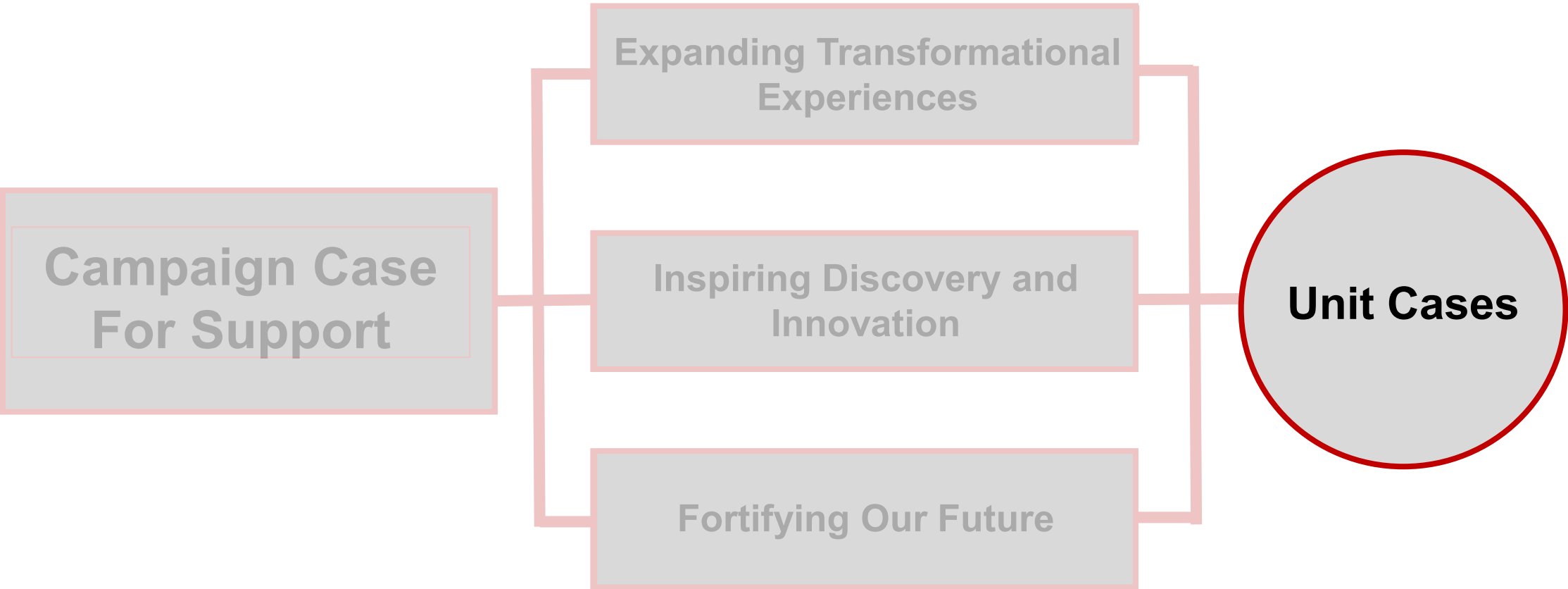
# Underpinning Our Success

## The Importance of Unit Cases

FOCUS + THEME

COMMITMENTS

PROJECTS



# What's Next

## Focus through Spring and into Summer



Finalize the  
Case for  
Support



Campaign  
Cabinet  
Meeting



Campaign  
Fluency  
Training



Campaign  
Anthem  
Development



“Road  
Show”  
Tour



Major Donor  
Conversations  
and Prospecting

MARCH



\$93M+

APRIL



MAY



JUNE





# Enhancing Opportunity and Impact



**A comprehensive campaign**

**Built for evolution**

**We need you!**



# Questions

LET'S HEAR FROM YOU

