Campaign Update

Tuesday, February 27, 2024
Campaign Timeline

LEADERSHIP/QUIET PHASE

FY22
- Marts & Lundy Study
- Implementation of recommendations
- Case development begins
- Campaign begins

FY23

FY24
- Cultivation and solicitation continues
- Prep for launch

FY25

PUBLIC PHASE

FY26

FY27

FY28

FY29

FY30

EXTENSION or TRANSITION

Continuously Energizing Our Communities
Cultivating donors with strategic solicitations
- Celebrating Campaign donors
- Fueling the external MarCom plan
- Monitoring and sharing progress to goal

Campaign Fundraising Activity
Through 2/22/24

$93M+
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

Campaign Case For Support

COMMITTMENTS

Expanding Transformational Experiences

Inspiring Discovery and Innovation

Fortifying Our Future

PROJECTS

Marquee Projects

Unit Cases
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
“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.
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
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

Campaign Case For Support

COMMITMENTS

Expanding Transformational Experiences

Inspiring Discovery and Innovation

Fortifying Our Future

PROJECTS

Unit Cases
What’s Next
Focus through Spring and into Summer

<table>
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<tr>
<th>MONTH</th>
<th>Finalize the Case for Support</th>
<th>Campaign Cabinet Meeting</th>
<th>Campaign Fluency Training</th>
<th>Campaign Anthem Development</th>
<th>“Road Show” Tour</th>
<th>Major Donor Conversations and Prospecting</th>
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Enhancing Opportunity and Impact

A comprehensive campaign
Built for evolution
We need you!