

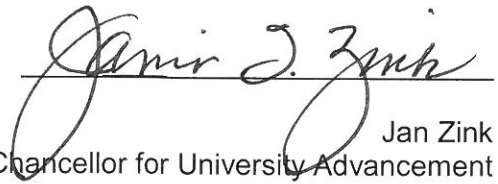


**Board of Trustees Retreat
Fundraising / Campaign
November 10, 2014**

Executive Summary

The university's Students First Campaign concluded in June, 2009, having raised a record breaking (*for UNCG*) \$115.3 million in gifts and pledges. The last of the Students First campaign pledges were received in fiscal 2014, paving the way for a new comprehensive effort.

This presentation will include review of a working timeline for a comprehensive fundraising campaign set to launch in the Fall of 2016, in conjunction with the 125th anniversary of University's founding as the State Normal and Industrial School, the 75th anniversary of the School of Nursing and the 50th anniversary of the Weatherspoon Museum. The timeline will highlight the many steps involved with a campaign and will show UNCG's progress with those steps and the planning efforts that are underway.



Jan Zink
Vice Chancellor for University Advancement