The Campaign to Transform Western Michigan University

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Campaign Timeline
Fiscal Year 2020

Q1
• Hire Campaign Manager
• Select Wealth Screen Firm
• Explore Themes
• Nominate Committee Members

Q2
• Begin Wealth Screen
• Select Campaign Consultants
• Launch Campaign Committees
• Hire Campaign Assistant
• Finalize themes for testing

Q3
• Feasibility & Preparedness Studies
• Alumni Attitudinal Survey

Q4
• Determine Campaign Goal and Themes
• Second Committee Meetings
• Prepare Campaign Collateral & Training Materials
Campaign Phases

- 7 – 10 years
- The Nucleus Phase
  - Launching January 1, 2020
- The Public Phase
- Celebration!
Elevating the Campaign

• It’s so much more than money

• Consider a gift as a core part of your own strategic plan

• Don’t ask for gas money
Faculty can participate IN the campaign by:

- **INspiring**
  - Send us your stories

- **INvolving**
  - Invite to hear or give a lecture

- **INvesting**
  - Advancement job to get investment
  - Your job to steward the gift