



Campaign Overview

Auburn University Faculty

March 14, 2006

Purpose of Auburn Campaign

- Raise \$500 million+
- Achieve goals for colleges, schools and units
- Gain state, regional and national positioning for Auburn University
- Increase volunteer base by 500
- Broaden donor base, especially outside Alabama
- Identify and engage new volunteer leaders

Progress to Date:

March 1, 2006

Needs	Goals	Progress
I. Endowments	\$294,380,000	\$115,406,998
II. Facilities	\$119,651,264	\$37,076,518
III. Research & Outreach	\$11,200,000	\$9,141,300
IV. Current Operations (Enhancement Funds)	\$74,768,736	\$179,910,265
TOTAL	\$500,000,000	\$341,535,081

Update of Constituency Activities & Vision Goals

(March 1, 2006)

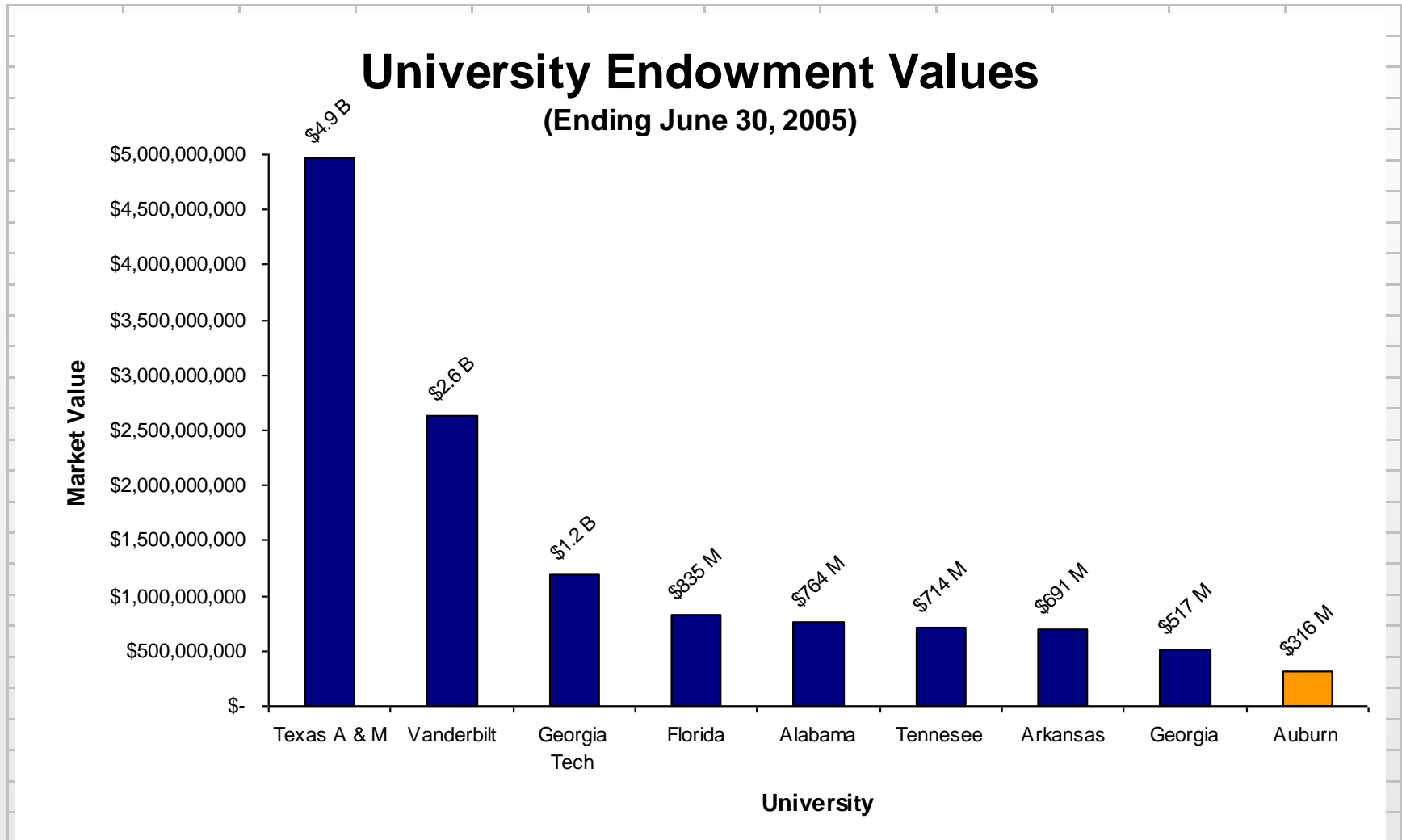
Constituency	Goal	Gifts & Commitments 3/1/2006	Percentage	Vision	Gifts & Commitments 3/1/2006	Percentage
Agriculture	\$ 27,700,000	\$ 21,465,578	77%	\$ 35,700,000	\$ 21,465,578	60%
CADC	\$ 20,000,000	\$ 12,338,393	62%			
Athletics	\$ 68,400,000	\$ 83,824,377	123%	\$ 90,000,000	\$ 83,824,377	93%
Business	\$ 19,400,000	\$ 14,726,215	76%			
Education	\$ 5,750,000	\$ 8,786,261	153%	\$ 12,000,000	\$ 8,786,261	73%
Engineering	\$ 105,000,000	\$ 63,646,317	61%	\$ 153,500,000	\$ 63,646,317	41%
Forestry	\$ 11,150,000	\$ 9,933,135	89%	\$ 15,000,000	\$ 9,933,135	66%
Human Sciences	\$ 8,200,000	\$ 4,381,170	53%			
Liberal Arts	\$ 15,000,000	\$ 9,555,909	64%			
Library	\$ 5,000,000	\$ 3,660,162	73%			
Museum	\$ 15,000,000	\$ 22,245,204	148%	\$ 25,000,000	\$ 22,245,204	89%
Nursing	\$ 3,000,000	\$ 1,609,286	54%			
Pharmacy	\$ 6,000,000	\$ 10,553,580	176%	\$ 22,350,000	\$ 10,553,580	47%
COSAM	\$ 16,000,000	\$ 8,042,984	50%			
Vet Med	\$ 17,000,000	\$ 14,954,794	88%	\$ 25,000,000	\$ 14,954,794	60%
AUM	\$ 25,000,000	\$ 18,062,251	72%			

Auburn University Endowment Status: June 30, 2005

Market value of combined Endowment Pool

	<u>Market Value</u>
Auburn University	\$143,418,793
Auburn University Foundation	\$172,722,056
Combined Total	\$316,140,849

Endowment Levels Comparison



Source: NACUBO Endowment Study,
June 30, 2005

IT BEGINS AT AUBURN
A CAMPAIGN FOR AUBURN UNIVERSITY

Breakdown of Current Endowment Pool

<u>Designation</u>	<u>Percentage</u>
Unrestricted	15%
Scholarships	37%
Professorships	7%
Chairs	14%
Funds for Excellence	27%

Campaign Totals: Face & Present Values

<u>Face Value: 3/1/06</u>	<u>Present Value: 3/1/06</u>
\$341,535,081	\$251,567,069

Planned Gifts Include:

- Wills
- Charitable Remainder Trusts
- Charitable Lead Trusts
- Life Insurance
- Retained Life Estates
- Charitable Gift Annuities
- Retirement Assets (IRAs)

Planned Giving Status

Based on campaign total of \$341 million as
of March 1, 2006

Planned Gifts	
Expected Planned Gifts	\$ 98,690,287
Matured Planned Gifts	\$ 17,201,674
Total Planned Gifts	\$115,891,961
Percentage of Planned Gifts in Campaign Total = 33%	

Campaign Organization



Campaign Steering Committee

- 32 Members
 - Includes:
 - 2 Board of Trustees members
 - 8 AU Foundation Board members
 - 1 Auburn Alumni Association Board member
 - 16 Constituency Campaign Committee members
 - 1 Faculty Senate Chair
 - 4 at-large members
 - Two meetings held in 2004
 - Joint meeting with National Campaign Committee held in June 2005 & February 2006

National Campaign Committee

- Committee Co-Chairs and 12 area events chairs
 - 41 Co-Chairs enlisted to date
 - Two meetings in 2005
 - Last meeting: February 2006

Purpose of Regional Campaigns

- Expand our donor base of alumni, parents & friends across US
- Increase interaction & communication among AU constituents
- Recruit and train new volunteers
- Seek new donors of gifts from \$25,000-\$100,000
- Hold special events to spread AU's message

Regional Campaigns: 2006 Timeline

Region	Kickoff Dates	Length
Birmingham	March 16, 2006	12 Months
Auburn/Opelika	April 6, 2006	12 Months
Mobile	April 20, 2006	6 Months
Dallas	April 20, 2006	6 Months
Montgomery	April 27, 2006	12 Months
Columbus	May 4, 2006	6 Months
Nashville	May 4, 2006	6 Months
Houston	May 12, 2006	6 Months
Atlanta	May 18, 2006	12 Months
Huntsville/Decatur	September	4-6 Months
San Francisco (Bay Area)	September	4-6 Months
Dothan	October	4-6 Months
Anniston/Gadsden	October	4-6 Months

Regional Campaigns: 2007 Timeline

Region	Kickoff Dates	Length
Pensacola/Destin	January	4-6 Months
Washington, D.C.	January	2-3 Months
NY/NJ Metro	January	4-6 Months
Miami/Ft. Lauderdale	February	2-3 Months
Tampa	February	4-6 Months

Event Areas: 2007 Timeline

Region	Kickoff Dates	Length
Tuscaloosa	January	4-6 Months
Naples	February	2-3 Months
Los Angeles	March	2-3 Months
Research Triangle, NC	March	2-3 Months
Kentucky (Lexington, Louisville)	March	2-3 Months
Memphis	April	2-3 Months
Chattanooga	April	4-6 Months
Denver/Phoenix	April	2-3 Months
Chicago	June	2-3 Months
North Carolina (Cashiers/Highlands)	June	2-3 Months
St. Louis	September	2-3 Months
Knoxville	September	2-3 Months
Orlando	September	2-3 Months

Faculty/Staff Campaign

- Faculty Staff Campaign Co-Chairs:
 - Chris Roberts, Sam Ginn College of Engineering
 - Victoria Tate, Facilities
- Each university division is represented by one or more team captains (41 total)
- Faculty Staff Campaign Team Captains' Breakfast held March 2, 2006

Faculty/Staff Campaign

- Faculty Staff Campaign information packets mailed March 10, 2006
- Timeline: March 2 - May 2, 2006
- Celebration: May 17, 2006 (Family Fun Day)
- Goal: 100% participation

Why should faculty and staff give?

- Indicates a vote of confidence in the programs, classes and degrees offered at AU
- Has a strong impact when we ask for corporate, foundation, legislative, alumni and friend support.

Campaign Activities: Spring 2006

- Cultivate & Solicit major prospects
- Kickoff regional campaigns
- Complete Faculty/Staff campaign
- Attain 70% of remaining constituencies' campaign goals (80% by December 2006)
- Continue to raise large seven-figure gifts