

2014 CAMPAIGN PLAN AND TIMETABLE

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UNITED STATES NAVAL ACADEMY
F O U N D A T I O N

Overview

Campaign Emphasis on Principal Gifts

Board Sets the Example

Regional Divisions Kickoff Immediately After Principal Gifts



Campaign Emphasis on Principal Gifts

Campaign Dashboard

July 2012 - Present

Plan 2020 Initiative	Raised to Date	Pending	Total
Academics	\$14,638,325	\$13,050,000	\$27,688,325
Leadership & Ethics	\$3,712,498	-	\$3,712,498
Admissions	\$1,397,410	-	\$1,397,410
Athletics	\$16,850,520	\$15,875,000	\$32,725,520
Remaining Designations	\$1,500,912	-	\$1,500,912
Annual Fund	\$27,041,753	\$1,075,000	\$28,116,753
Total	\$65,141,418	\$30,000,000	\$95,141,418

Principal and Lead Gifts

To Reach \$400,000,000

July 2012 - Present

Gift Level	# of Gifts Needed	# of Rated Prospects	Documented Commitments	Pending Commitments
\$50,000,000	1	3		
\$25,000,000	1	4		
\$20,000,000	1		1	
\$15,000,000	1			1
\$10,000,000	3	22		1
\$5,000,000	8	25	1	
\$2,000,000	16	77	1	1
\$1,000,000	40	97	5	2
\$500,000	40	135	3	1
\$250,000	70	260	11	1
\$100,000	150	1,032	47	
Totals	331 \$350,000,000	1,655	69 \$47,074,422	7 \$30,000,000
			Total = \$77,074,422*	

*Principal and Lead Gifts constitute 81% of the total \$95 million + raised so far.

* 22% of the Principal and Lead Gift goal has been raised to date.

Emphasis on Principal Gifts

Campaign Emphasis on Principal Gifts

- 228 Prospects Rated at \$1,000,000+
- 81% total amount raised to date has come from gifts of \$100,000+
- 22% of Principal and Leadership Gift Goal already raised

Builds Momentum

- Rapid early progress builds momentum
- Raises philanthropic sights of donors
- Empowers volunteer leaders

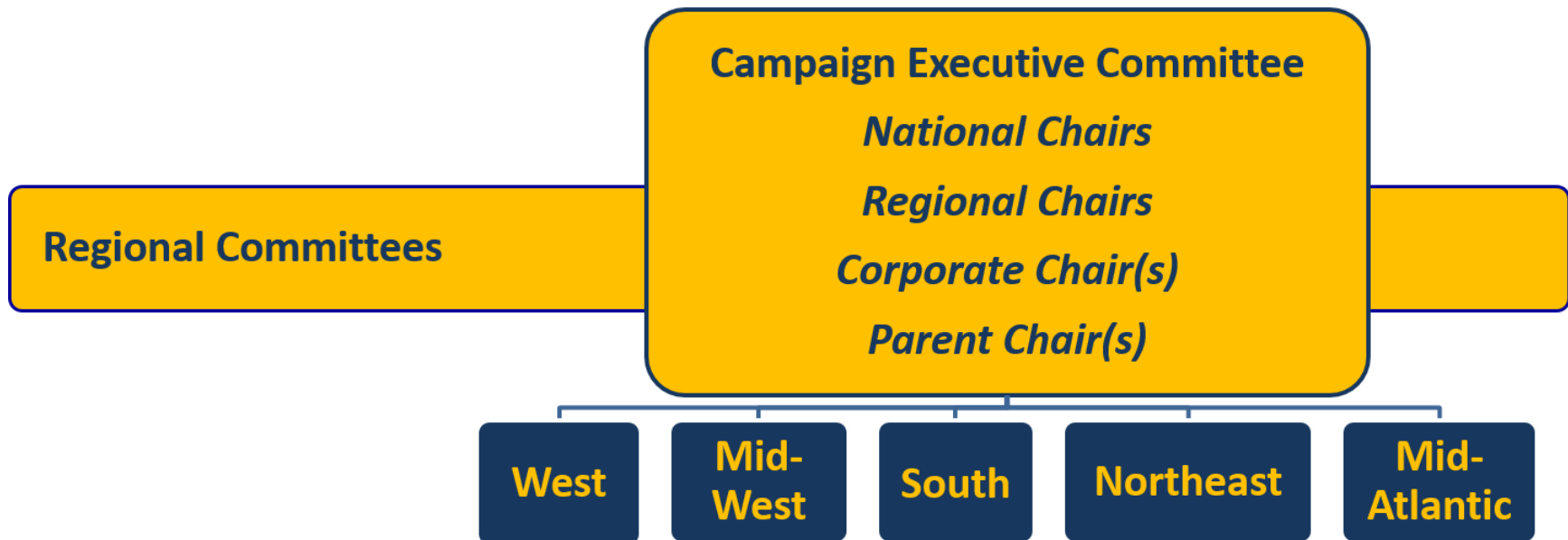
Improves Regional Efforts

- All top donors approached now, regardless of region
- More cultivation time = Better campaign leaders and larger gifts
- Success of Principal Gift effort provides experience and organization for regional efforts

Gift Focus (2014-2016)

- Board Gifts
- Largest Gifts First
 - Principal (\$25M+ to \$1M)
 - Leadership (\$1M to \$100K)
- Top Individual and Corporate Donors
- Principal and Leadership Gifts
 - 331 gifts needed
 - 1,655 rated prospects

Original Leadership Structure



Proposed Campaign Plan and Timetable

Months		Focus	Gift Levels	Number of Prospects	Estimated Amount of Overall Goal (% of Goal)
Quiet Phase	Jan. 2014 through Dec. 2014	 <i>Including: Current and Emeritus Board Members</i>	Highest Philanthropic Priority	42	\$100,000,000 (25%)
	Jan. 2014 through June 2016	 <i>Including: Alumni Corporations Parents Friends</i>	\$25,000,000+ - \$1,000,000	228	\$175,000,000+ (44%)
	Jan. 2014 through June 2016	 <i>Including: Alumni Corporations Parents Friends</i>	\$1,000,000+ - \$100,000	1427	\$52,500,000+ (13%)
Public Phase	July 2016 through Dec. 2017	 <i>Including: Alumni Corporations Parents Friends</i>	\$99,000+ - \$25,000	1485	\$22,500,000+ (6%)
	Jan. 2017 through Dec. 2020	<div>   </div> <div>  <i>Including: Emphasis on Largest Gifts First</i> </div>	All	54,000+	\$50,000,000+ (12%)

National Campaign Leadership Structure

Jan. 2014 – Dec. 2014

USNAF Board of
Directors

Jan. 2014 – June 2016

Principal Gifts
Committee

Corporate
Committee
(\$1,000,000+)

July 2016 – Dec. 2020

Campaign Executive
Committee

Parents/Friends
Committee

Regional
Committees

Corporate
Committees

Leadership Expectations

Board Expectations

Each Board member will:

- Make THE CAMPAIGN FOR THE NAVAL ACADEMY a top priority;
- Understand the needs, urgency, and impact of the national effort;
- Request personal and/or corporate gifts from top potential donors; and
- Provide an early pace-setting gift for others to follow and to achieve 100% Board participation.

Board Gifts



Board Members (including Emeritus): 42

Confirmed Gifts: 6

Decisions Pending: 5

Board Target: \$100,000,000

Amount Raised (2012-2014): \$ 28,265,000

Amount Pending (5): \$ 19,000,000

Total to Date: \$ 47,265,000

Amount Needed for Target: \$ 52,735,000

Principal Gifts Committee Leadership Expectations

Description

Highest-level group of 10 to 12 leaders engaged to secure gifts of \$1,000,000+. Members will visit with 5 to 7+ financial prospects.

Qualifications

- Prominent individuals with proven leadership abilities who have made 7- or 8-figure gifts to the effort;
- Know national sources of wealth and be comfortable approaching these prospects for significant gifts; and
- Demonstrate enthusiasm, resolve, and leadership to the CAMPAIGN FOR THE NAVAL ACADEMY.

Responsibilities

- Works closely with the Naval Academy and Foundation leaders and campaign counsel;
- Assists in the identification, strategy, cultivation, and requests of 7- and 8-figure gift prospects; and
- Engages in scheduling and making gift requests with 5+ potential donors at the 7- and/or 8-figure levels.

Proposed 2014 Principal Gifts Timetable

April:	Board Approval
May June July August	Recruit Principal Gifts Committee (including gift requests)
September:	First Principal Gifts Committee Planning Call
October:	Initial Assignments Made
November:	First Principal Gifts Committee Meeting (in coordination with Foundation Board meeting)
December:	Initial Gift Requests Made

Executive Committee & Regional Committee Expectations

We will brief the Board by April 2015 on our plans to recruit and convene the Campaign Executive and Regional Committees, taking into account progress to date.

The Executive Committee will: (Formed by July 2016)

- Comprise Campaign National Chairs and Chair(s) of the Regional and Constituent Committees;
- Be the volunteer leadership and decision-making body throughout the public phase of the campaign; and
- Meet regularly to review progress, share news, elevate ownership, encourage activity, and share expertise.

Each region and constituent division will be conducted as a tailored campaign following the same procedures of the overall effort.

Target Campaign Regional and Constituent Committees (Formed by July 2016)

- | | |
|----------------|----------------------------|
| ▪ Northeast | ▪ Midwest |
| ▪ Mid-Atlantic | ▪ West |
| ▪ South | ▪ Corporate and Foundation |
| | ▪ Parents and Friends |

Proposed Campaign Timetable

	2013				2014				2015				2016				2017				2018				2019				2020			
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Planning Phase																																
Convene/Conclude COC																																
Complete Case for Support																																
Recruit National Campaign Chairs																																
Cultivate/solicit top gift prospects																																
Board Gifts (100% participation)																																
Recruit Principal Gifts Committee																																
Quiet Phase																																
Principal Gifts Committee																																
Principal Gifts (\$25,000,000 - \$1,000,000+)																																
Leadership Gifts (\$1,000,000 - \$100,000+)																																
Recruit Regional (10), Parents /Families, and Corporate Chairs (Campaign Executive Committee)																																
Recruit Regional Committee Members																																
Public Phase																																
Campaign Executive Committee Meets																																
Major Gifts Phase (\$100,000 - \$25,000+)																																
Pilot Phase / Mid-Atlantic Region																																
Pilot Phase / Southern Region																																
Corporate Division																																
Northeast Region																																
Mid-West Region																																
Western Region																																
Parents / Friends Division																																

Summary

Campaign Emphasis on Principal Gifts

- Rapid progress towards goal builds momentum
- Robust list of potentially large donors
- Improves regional efforts

Board Sets the Example

- Highest Philanthropic Priority
- All approached by September, decisions by December
- 100% Participation

Regional Divisions Kickoff Immediately After Principal Gifts

- Executive Committee Convenes in early 2016
- Regions Launch in 2016/2017
- Constituent Divisions launch in 2016/2017