



University of Wyoming Foundation


STRATEGIC PLAN

2018-2023



Think **Big**
Go **Bold**
Be the **Best**

“ WE ARE NOT WAITING FOR THE FUTURE.
WE ARE CREATING IT.”



The University of Wyoming Foundation is a trailblazer. We are breaking through, setting a new standard for what a university foundation can accomplish. We think big, we embrace bold initiatives, and we strive to be the best in all that we do.

Why? Because we aren't satisfied with the status quo. We're always asking: how can we make it better?

Everything we do serves UW's greater good. The foundation exists to benefit the University of Wyoming, and we take the greatest pride in our service to UW. Our fundamental belief in the university's mission keeps us laser-focused on a commitment to be innovative and transformational.

In fact, we aren't afraid to go where our vision and creativity take us. If our higher purpose of supporting UW is served by breaking convention, then we'll do so without hesitation.

The generosity of UW's many friends and supporters inspires us. We seek to unite the passion and pride of the UW family with opportunities that will improve the lives of students, the excellence of faculty, and the future of Wyoming and the nation.

Ultimately, we do all of this together. We work hard. We work smart. We work toward this vision and we do it as a team. Excellence will not be achieved unless all of us play our part.

Big. Bold. Best. These are the words we live by.

Vision Mission Ideals

Vision

To inspire big thinking and bold ideas on behalf of the University of Wyoming.

Mission

To lift up the University of Wyoming with the power of philanthropy.

Ideals

Quality:

Going above and beyond to deliver first-class experiences and interactions.

Integrity:

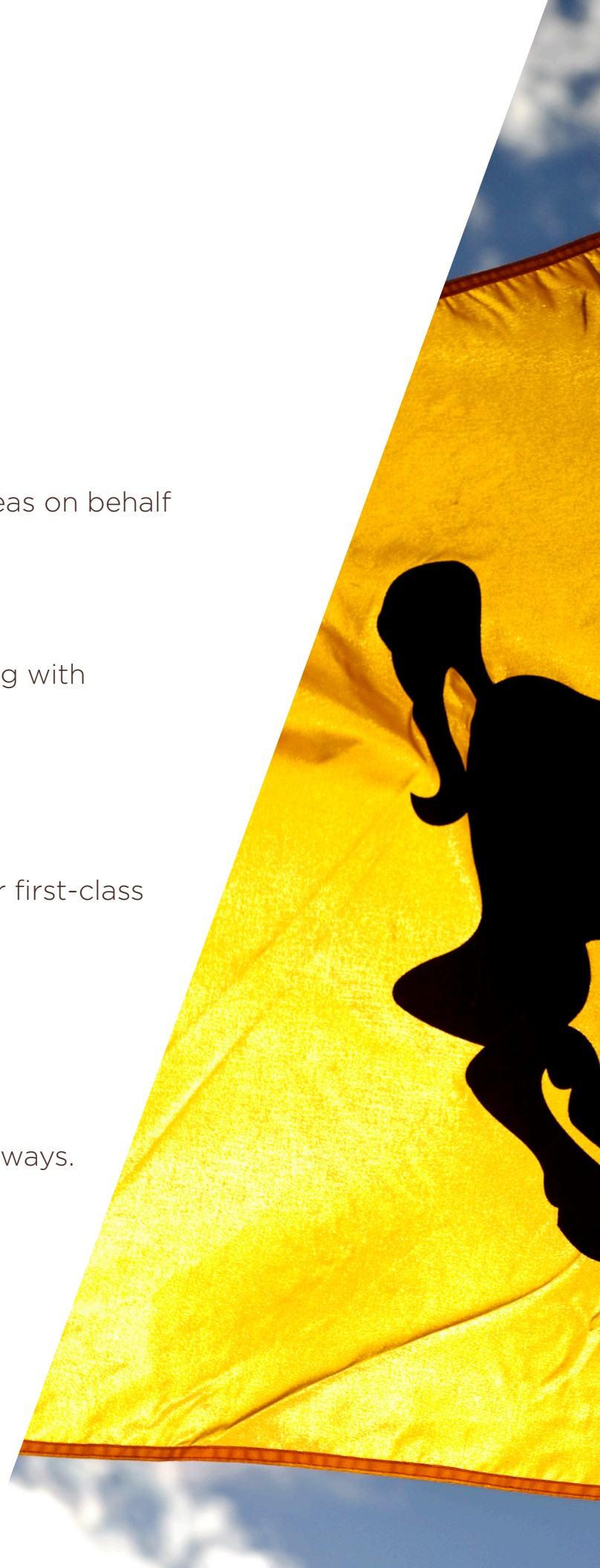
Demonstrating trust, honesty, and responsibility.

Creativity:

Making an impact in extraordinary ways.

Purpose:

Elevating the university to new heights of excellence and achievement.





“

IF YOUR ACTIONS INSPIRE
OTHERS TO DREAM MORE,
LEARN MORE, DO MORE,
AND BECOME MORE,
YOU ARE A LEADER.”

JOHN QUINCY ADAMS

Goals & Objectives

In practicing our guiding principles, the University of Wyoming Foundation will continue to build a world-class development organization that advances the key goals of UW's strategic plan, *Breaking Through 2017-2022: A Strategic Plan for the University of Wyoming*. Achievement of our goals, as aligned with UW's goals, will equal an exceptional university for generations.

- 1 Lead with Vision and Creativity**
- 2 Connect Private Giving to UW's Future**
- 3 Ensure Excellence in Investment and Financial Management**
- 4 Deliver Superior Donor and Alumni Relations**
- 5 Communicate the Culture of Philanthropy**

UW Goals

GOAL ONE

Driving Excellence

GOAL TWO

Inspiring Students

GOAL THREE

Impacting Communities

GOAL FOUR

A High-Performing University



“

THERE IS A BETTER
WAY FOR EVERYTHING.
FIND IT.”




Big. Bolo





I. Best.



A low-angle, upward-looking photograph of a building's exterior. The building features large, three-dimensional, light-colored stone or concrete letters spelling out 'MADRID' on a ledge. Above the letters, there are windows with dark frames. The sky is a clear, bright blue. A white diagonal line cuts across the bottom right corner of the image. Overlaid on the upper left portion of the image is a quote in white text.

“ SUCCESS DOESN'T
COME TO YOU.
YOU GO TO IT.”

Goal

1

LEADERSHIP FOCUS

Lead with Vision and Creativity

1. As the university identifies strategic goals, support and advocate for them in order to elevate UW to national prominence.
2. Involve every foundation board member in our strategic goals and priorities.
3. Create and expand mutually beneficial partnerships that will strengthen UW.
4. Develop UW campus partners to advance visionary programs and projects.
5. Build a lasting organization that overcomes challenges and embraces limitless possibilities.

Goal

2

DEVELOPMENT FOCUS

Connect Private Giving to UW's Future

1. Increase private giving to \$70 million per year.
2. Achieve an efficient, sustainable, and increasingly successful development model.
3. Engage and listen to donors to unite pride and passion with possibility.

Goal

3

FINANCIAL FOCUS

Ensure Excellence in Investment and Financial Management

1. Achieve an endowment of \$650 million.
2. Bolster internal investment expertise.
3. Enhance UW Foundation financial systems.
4. Assess revenue sources to support the UW Foundation's success.
5. Strengthen UW's use of private support resources.

Goal **4** RELATIONSHIP FOCUS **Deliver Superior Donor and Alumni Relations**

1. Improve and focus stewardship activities.
2. Develop, centralize, and implement a campus-wide donor and alumni relations plan.
3. Create a plan for Foundation events that engage donors and advance fundraising activities.
4. Cultivate a high-trust partnership with donors and alumni.

Goal **5** MARKETING & COMMUNICATIONS FOCUS **Communicate the Culture of Philanthropy**

1. Develop a marketing and communications plan for internal and external audiences.
2. Utilize storytelling and content marketing in all channels.
3. Integrate UW Foundation and UW Alumni Association marketing and communications activities with the university's marketing and branding campaign.
4. Strengthen recognition of all UW donors.



“

DON'T TELL PEOPLE
YOUR DREAMS.
SHOW THEM.”

Key Performance Indicators

- **Identification of Annual Fundraising Priorities**

Annually identify and approve private support initiatives in partnership with UW President and UW Board of Trustees.

- **Fundraising Performance**

Increase current fundraising 5-year average from \$53.5 million per year to \$70 million per year.

- **Endowment Size**

Increase current endowment value of \$508 million (as of 12/31/17) to \$650 million.

- **Portfolio Performance**

Achieve the Foundation Board's investment return objective, currently 7%, as set forth in the Board's Investment Policy.

- **Donor and Alumni Engagement**

Measure engagement through social media, marketing and communications, events, and database integrity with initiatives to increase contacts in all areas.

- **Foundation Board of Directors Involvement**

Align each Foundation Board member with an identified UW strategic priority. Implement in 2019 with ongoing review and assessment.

- **Dean/Director Leadership in Private Support Initiatives**

Provide ongoing data to the Office of Academic Affairs measuring Dean/Director involvement in fundraising.



Key Measurements

Endowment Growth

AS OF 12/31/17 \$508M

2023 TARGET \$650M

Endowed Faculty Positions

36

Fundraising Growth

5-YEAR AVERAGE \$53.5M

2023 TARGET \$70.0M

60
2023
TARGET

LARGEST ENDOWMENT AMONG INSTITUTIONS IN
THE MOUNTAIN WEST CONFERENCE

“ ALWAYS DELIVER
MORE THAN EXPECTED.”





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Go **Bold**
Be the **Best**

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 UNIVERSITY OF WYOMING FOUNDATION

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