



# **FISCAL YEAR 2024-2025 ATTAINMENT AND DIVISION GOALS**

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# **ATTAINMENT GOALS AND CAMPAIGN ACTIVITY**

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## FY25 ATTAINMENT TO DATE

College/Unit	Goal	Attainment	Percentage to Goal
Arts & Humanities	\$10,000,000	\$17,851	2%
Athletics	\$41,600,000	\$1,843,456	4%
Burnett Honors College	\$412,000	\$42,118	10%
Business Administration	\$6,000,000	\$147,110	2%
Community Innovation & Education	\$1,500,000	\$8,176	1%
Engineering & Computer Science	\$4,000,000	\$136,612	3%
Health Professions & Sciences	\$618,000	\$5,514	1%
Medicine	\$5,000,000	\$33,562	1%
Nursing	\$4,000,000	\$67,705	2%
Optics, Photonics, CREOL	\$515,000	\$5,050	1%
Rosen College of Hospitality Management	\$1,000,000	\$55,076	6%
Sciences	\$4,000,000	\$141,254	4%
SSWB	\$4,000,000	\$160,769	4%
Undergraduate Studies	\$103,000	\$935	1%
WUCF	\$4,000,000	\$295,817	7%
Divisions/All Other	\$23,252,000	\$276,040	1%
<b>Grand Total</b>	<b>\$110,000,000</b>	<b>\$3,237,045</b>	<b>3%</b>

Data as of 8/23/2024.

## FY23-25 YTD PERFORMANCE SUMMARY

KPI	FYTD23	FYTD24	FYTD25
Total Attainment	\$5,141,866	\$3,967,570	\$2,263,129
Total Donors	13,541	15,275	11,639
Total Alumni Donors	27,527*	39,126*	2,663
Average Giving	\$380	\$260	\$194
Median Gift	\$10	\$10	\$10
Largest Gift	\$2,230,000	\$750,000	\$350,000

*\*YTD Data is not available for this metric. Count reflects full year data.*

*Data as of 8/23/2024.*

# FY25 CAMPAIGN ACTIVITY

## Fundraising and Prospect Development

- Regional leadership briefings
- Campaign goal, themes and priorities
- Top 10/Focus 15
- Big Ideas
- Portfolio review and training

## Operations

- Campaign operating plan
- Campaign reports
- Counting policy
- Data management plan
- Gift agreement templates and language
- Volunteer structure

## Marketing and Communications

- Campaign brand, messaging and communications plan
- Case statement
- Partnership suite of materials
- Scholarship/impact suite of materials

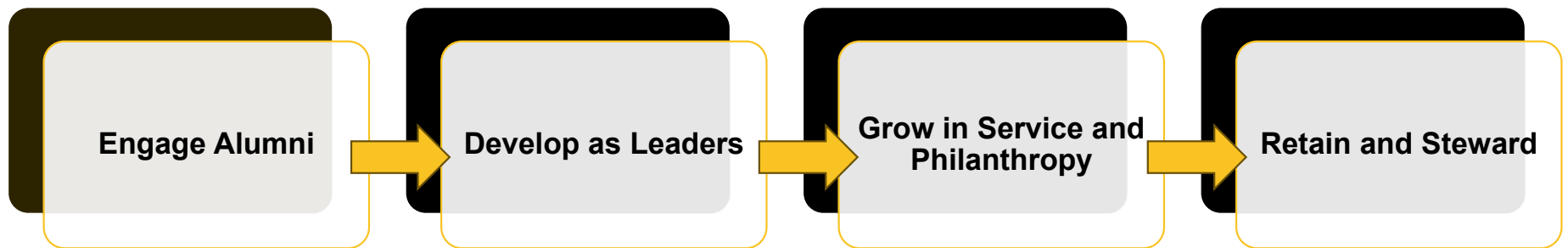


# **ALUMNI GIVING AND COMMUNICATIONS**

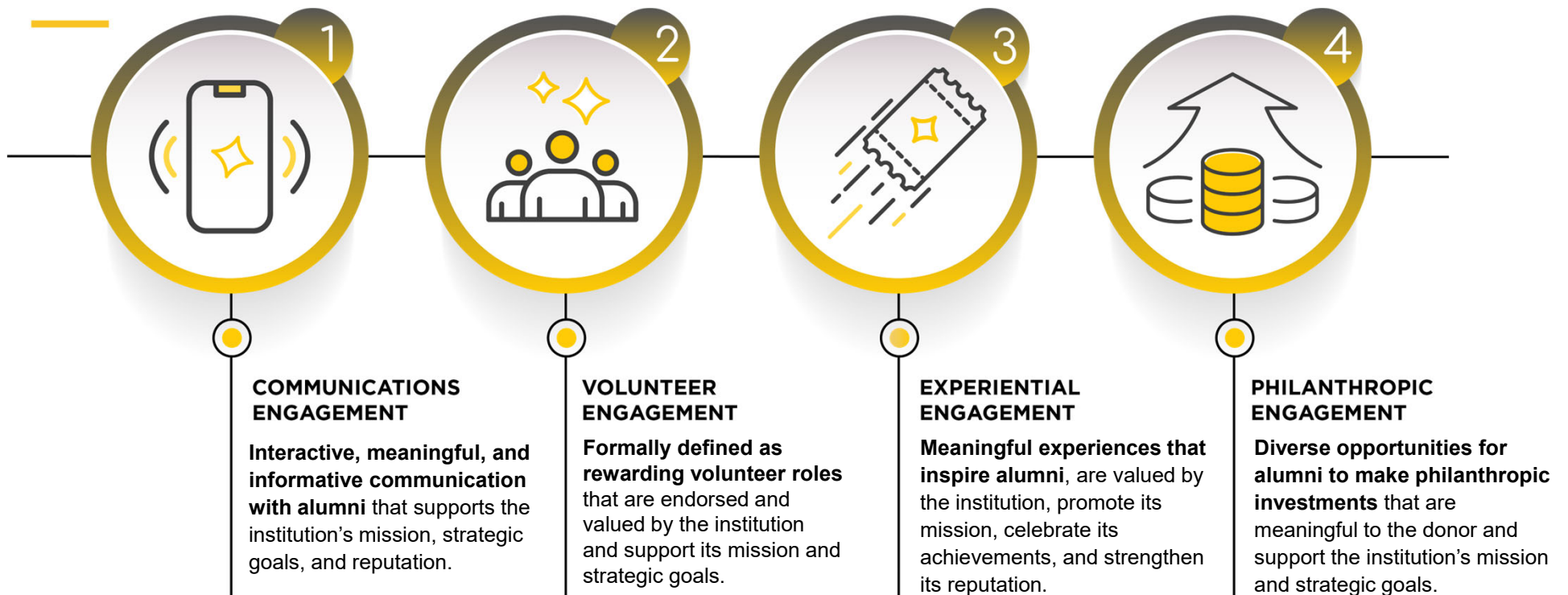
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# **BUILDING THE PIPELINE**

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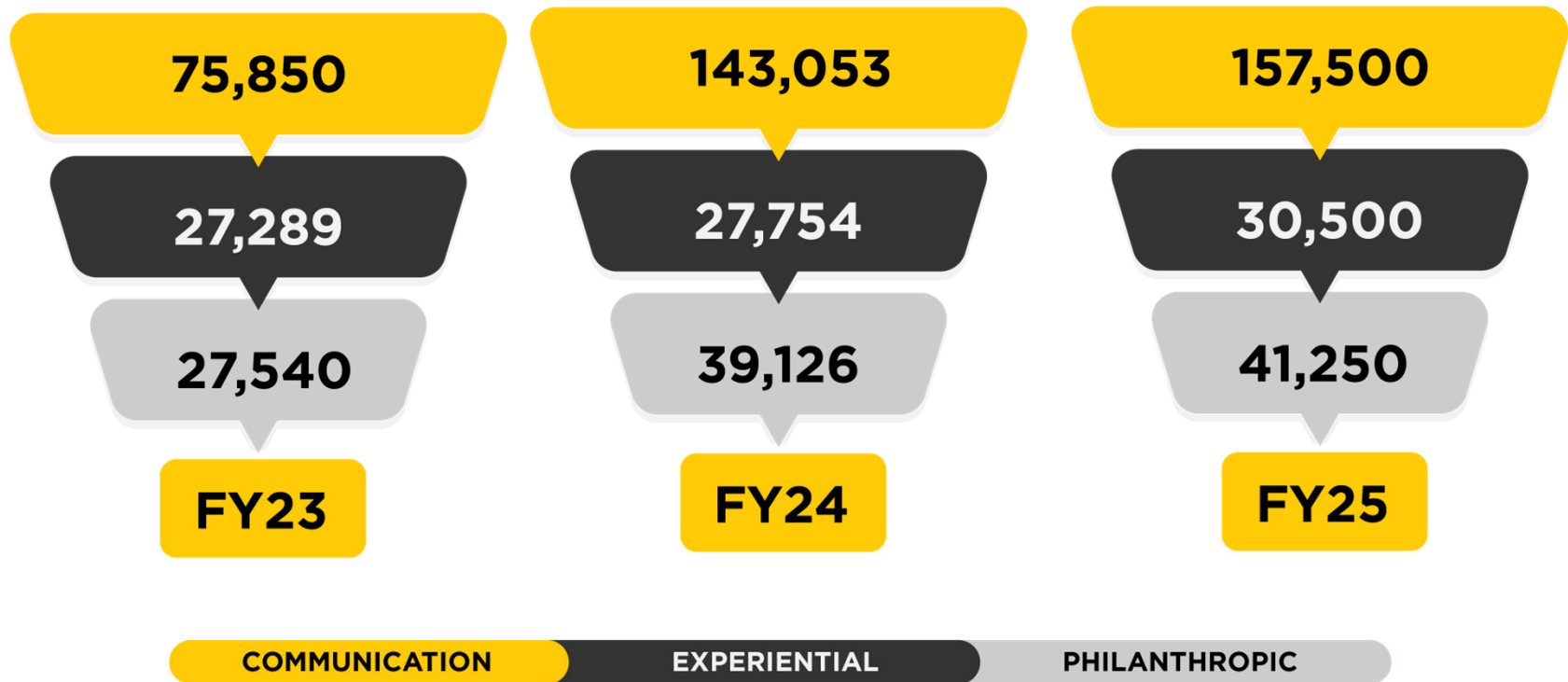


# CASE MODES OF ENGAGEMENT





# MEASURING ENGAGEMENT





# **PARTNERSHIPS UPDATE**

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## PEGASUS PARTNERSHIPS

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- **Two New Pegasus Partner Announcements Expected Q2**
- **10 partners in active discussions on the path to Pegasus:**
  - 3 in Transformative Technologies & National Defense
  - 3 in Energy & Sustainability
  - 2 in Entertainment & Immersive Experience
  - 2 in Space Tech & Systems

## CURRENT UCF PEGASUS PARTNERS

