



The University of Memphis Fundraising



THE UNIVERSITY OF
MEMPHIS

Advancement

- ❑ Annual Giving
- ❑ Major Giving
- ❑ Corporate & Foundation Relations





MomentUM

Crowdfunding at the UofM

Annual Giving

- Responsible for annual, recurring donations
- Offer immediate support
- MomentUM
- Driven by Giving
- Donor Experience Officers



Major Gifts

- Typically a minimum of a \$50,000 commitment
- Emphasis on endowed funds
- Cultivating lasting relationships and personalized strategies
- Aligned with the President's and Dean's strategic goals



Corporate & Foundation Relations

- Building financial & in-kind partnerships
- Partner Forum
- Aligning corporate goals with our academic mission



WE COULDN'T
DO IT WITHOUT

You

The Path to
\$500 Million

- Growing our Chairs, Professorships, and Scholarships
- Reaching more of our alumni
- We need your insights, stories, and passions

Department Fundraising Plans

- The Mission - To foster a student-first culture where research and innovation thrive, the X department seeks to strengthen stakeholder connections and amplify fundraising for the university.
- Emphasis on annual and major gift tactics

The Tactics

- Major Gifts
 - Case statement
 - Department spotlight
 - Events
 - Current top prospects & donors
- Annual Giving
 - Driven by Giving
 - MomentUM
 - Quarterly stewardship