

## MEMORANDUM

DATE: July, 2006  
TO: Members of the Faculty  
FROM: Philip Furmanski  
RE: Call for Campaign Proposals

Rutgers is in the early stages of what will be the largest private fundraising campaign in the University's history. We are anticipating a final campaign goal in excess of \$1 billion to be raised over 7-8 years. Our expectation is that the entire University community will be actively involved in shaping this campaign around the vision statement of President McCormick that is enclosed with this memorandum. Please note that the vision statement is still provisional and further comments are welcome.

In conjunction with the Rutgers University Foundation, I am establishing a Priorities Committee for the campaign. I will be chairing that committee and members will include senior academic leaders, foundation representatives, and volunteers representing a wide cross-section of the University.

You are invited to prepare a proposal for campaign funding and to submit that proposal to your Vice President, Dean or Director by November 1, 2006. A proposal form is also attached to this memorandum. Please confine yourself to no more than one additional page as an attachment to this form. All proposals should be submitted through your Dean or Director.

The proposals will be scored first by the dean or director for their relevance to the objectives of the unit. They will then be forwarded by December 1<sup>st</sup> to the Priorities Committee who will score them against the objectives outlined in the President's vision statement. We will also seek advice from the Rutgers Foundation and from your own unit development officers on the likelihood that the proposed project will be able to secure private support. Projects for new capital facilities should contain a preliminary cost estimate.

The projects will receive a preliminary staff review in December and may be sent back for further clarification. Beginning January 1, 2007, the Priorities Committee will begin meeting weekly to review the proposals. Attention will focus on the following:

- Relevance of project to the overall vision for Rutgers University
- Distinctiveness, innovativeness and relevance to the University's special strengths
- Support for the institution's core values
- Interdisciplinary focus
- Ability to be funded within the timeframe of a major campaign

The plan is to have a set of preliminary campaign objectives by March 31, 2007, which can then be tested with our donor prospects in a formal campaign feasibility study in the spring of 2007.

I look forward to working with you to shape our upcoming campaign.

Enclosures

cc: Administrative Council, Center and Institute Directors

7/5/06

MEMORANDUM

DATE: July, 2006  
TO: Deans, Directors and Vice Presidents  
SUBJECT: Submitting Proposals for Campaign Funding  
FROM: Philip Furmanski

As you know from our discussion at the April Administrative Council meeting, we are eager to begin developing funding priorities for the upcoming campaign.

The first step is to seek proposals from the university community. To initiate that process, I am sending the attached memo, vision statement and proposal to all faculty members. I hope that you will assist your faculty in preparing proposals by ensuring that they have a good understanding of your own sense of direction and goals for your unit.

You will note that I am asking that all proposals be submitted to Deans and Directors by November 1<sup>st</sup> and that you review and rate them by December 1<sup>st</sup>. Your ratings will then be reviewed and prioritized for your campus by your Provost or, in the case of New Brunswick, by me, after which they will be sent to the Priorities Committee. Although I would like you to send the Committee all of the proposals you receive, your rating on the relevance of each project to your own objectives will be very important to the success of the proposal. Although the final rankings are yours, you should establish a mechanism for input on prioritization. This could occur through an existing committee or by establishing an ad hoc committee on the capital campaign.

We are also asking that you work with your Director of Development, if you have one, to assign a "fundability" ranking to each proposal. That rating will help us as we pull together all of the various areas of the campaign and determine their funding feasibility. If you do not have a Director of Development, please make your best estimate and the Foundation will work with you to assign a ranking at a later date.

We would like to keep the ratings simple, and suggest that you simply use priority ranks of 1, 2 and 3, with 1 being the best suited to your goals, and that you add notes to these rankings if appropriate. Fundability should be ranked A, B or C, with A being the most likely to receive funding. Additional comments are welcome here also.

Proposals should be sent to your respective Provost or the Executive Vice President for Academic Affairs by December 1. If you have questions about this process, please call Lavinia Boxill at 732-932-7899, and she will direct you to the person who can help you. I also hope that, if you receive and review any proposals early, you will submit them before the deadline. Although the Priorities Committee has not yet been formed, it will be in place by the end of the summer and the earlier it can get started on the proposal review process the better.

I look forward to receiving your proposals and ratings.

cc: Steven Diner  
Roger Dennis

7/5/06

# Proposal for Campaign Funding

Title of Project:

Project Cost:

Brief Description of Project (attach no more than one extra sheet if necessary):

Project's Relevance to the Presidential Vision Statement

Submitted by:

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Department/Unit:

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Dean, Director or Vice President

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