



CELEBRATE 150: The Campaign for UNH

Overview for Internal Planning

Our Positioning Statement

For a century and a half, the University of New Hampshire has inspired innovation and transformed lives in our state, nation and world. This year, we celebrate 150 years of scholarly, professional, artistic and athletic success for UNH students, faculty, staff and alumni. Together, the 150th anniversary and our largest-ever fundraising campaign are CELEBRATE 150: The Campaign for UNH. As we look to our future, we are deeply grateful to the generations of Wildcats and friends who believe in UNH and invest generously in our great university.

Join us in the celebration.

The Overview

Together, the 150th anniversary and the fundraising campaign are **CELEBRATE 150: The Campaign for UNH**, which will position the university to thrive for the next 150 years.

We are leveraging our 150th anniversary celebration to build pride in the university, demonstrate our impact in New Hampshire and inspire belief in UNH's future compelling people to **participate in the largest fundraising campaign in our history.**

As the state's flagship university, our research and innovation contribute to the New Hampshire quality of life — and to the global community. Our Wildcats take advantage of meaningful opportunities during their time here, and leave as strong leaders and members of the state, country and world. What better time to celebrate our rich history and to show support for our exciting future?

SEPTEMBER 2016 – MAY 2017 Sesquicentennial year

Important Dates

June 2016

Branding and event toolkit available online for use in publications beginning in September 2016

August 2016

Campus branding transforms to **CELEBRATE 150**

Calendar of events available online; including academic programming and student engagement activities

CELEBRATE 150 LAUNCH at Homecoming Weekend

Sept. 30 - Oct. 2, 2016

- Combined board meetings
- Advisory board meetings
- Donor Appreciation
- College & Student programming
- **Community launch event**
- Campaign goal announced

Oct. 2016 - Dec. 2017

Sesqui programming;
Regional donor and alumni receptions and class reunions

June 2017 - June 2018

Campaign final year

June 2018 - June 2019

Share results and impact of Campaign

Questions?

unh.150@unh.edu
unh.edu/150



CELEBRATE 150: The Campaign for UNH

Overview for Internal Planning

Priorities

CELEBRATE 150: The Campaign for UNH will raise money to inspire innovation and transform lives.

Ensure student access and affordability. In order to keep a UNH education within the financial reach of all Wildcat families, our top philanthropic priority is to raise new funds for need-based and merit scholarships. This support is critical to maintain our commitment to New Hampshire students and to ensure that UNH is among the top choices for the best and brightest high school graduates.

Enhance learning, locally and globally. Outcomes matter. Private support helps us to ensure that the UNH experience includes career-focused internships, outstanding mentoring and international study and research opportunities. This investment builds programs to complement the outstanding classroom experience in ways that prepare Wildcats for career, artistic and scholarly success.

Foster faculty excellence. Our outstanding faculty is at the very core of what makes a UNH education so valuable. We must continue to invest in recruiting top scholars across many disciplines and provide them with the support they need to further their scholarly pursuits — for the benefit of our students. Endowed chairs and other faculty resources will increase UNH's ability to compete for these stars.

Reward intellectual enterprise. Marine science. Public policy. Sustainability. STEM. Advanced manufacturing. Business and economics. These and other critical areas of research, development and professional education shape our region, our nation and our world today. Support for these disciplines helps UNH faculty and students serve our mission to improve the greater good and helps us expand our offerings by attracting federal support for advanced research.

Match infrastructure to aspirations. Outstanding students and faculty require world-class infrastructure. From integrated science labs to high-tech classrooms to greatly expanded sports and recreation facilities, philanthropy enables UNH to renew its physical plant for teaching, research and the full UNH experience.

What You Can Do

Your connection to the University of New Hampshire is strong, and your influence is great. We want to partner with you to spread the message and mission of **CELEBRATE 150: The Campaign for UNH**. Your advocacy and participation are crucial, and we look forward to collaborating with you as the celebration gathers steam!

What's Next?

The organization of **CELEBRATE 150** will take the effort and ownership of us all. Each college and many departments are being engaged to implement events, logistics and initiatives. In the coming months, you'll be hearing more regarding launch event details and strategies for integrating the celebration into athletics, student life, academics and more.

Questions?

unh.150@unh.edu
unh.edu/150