

# WAYNE FIRST

## THE CAMPAIGN FOR WAYNE STATE UNIVERSITY

### Wayne First: The Campaign for Wayne State University Timeline

#### Planning Phase:

- Fall 2001 – Spring 2003: Planning phase of Wayne State University's first capital campaign.
- Goal of \$500 million set - to be raised through private gifts from alumni, corporations, foundations and other friends of Wayne State.
- Funding priorities established:
  - 1) Enhance the undergraduate curriculum, strengthen graduate and professional programs, support significant research and enrich the university's outreach. Increase the number of student scholarships and fellowships;
  - 2) Increase the number of endowed chairs and professorships; and
  - 3) Support both new construction and renovation.
- Spring 2003 – Spring 2005 - Leadership Gifts/Silent Phase

#### Public Campaign Launch:

- May 24, 2005 – “Wayne First: The Campaign for Wayne State University” kickoff event.
  - Campus celebration and campaign announcement ceremony held.
- Official campaign launch for each college and school.
- Regional campaign kickoff begins.

#### “Wayne First” Campaign Concludes:

- 2009 – Victory Celebration