

Campaign Key Messages

Campaign Overview

- › The Think and Do the Extraordinary Campaign is the most ambitious fundraising effort in NC State history, with a goal of \$1.6 billion in private support.
- › As of Feb. 29, 2016, only 63 U.S. public universities are currently in or have completed a \$1 billion campaign; of those, 44 have concluded their campaigns.
- › Starting in July 2013, NC State began counting gifts and commitments as part of the Campaign goal, as is customary.
- › The Campaign will go public in October 2016.
- › The goal must be met or exceeded by the close of the Campaign in 2021.

By the Campaign's close, NC State will:

- › Be better positioned to fulfill our promise to create economic, societal and intellectual prosperity for the people of North Carolina and beyond in perpetuity.
- › Offer our 34,000-plus students more high-impact educational opportunities both inside and outside the classroom.
- › Increase the number of endowed scholarships and fellowships.
- › See growth in our tenured and tenure-track faculty, made possible in part by a substantial increase in endowed professorships.
- › Increase the annual contribution to the statewide economy through our research advances and innovative technologies.
- › Have a more robust endowment to better position NC State for generations.