



# CAMPAIGN UPDATE

UNC Gillings All Staff Meeting

Sterling J. Frierson  
Interim Associate Dean for Advancement  
June 8, 2017



UNC  
GILLINGS SCHOOL OF  
GLOBAL PUBLIC HEALTH

**“I’ve learned that you shouldn’t go through life with a catcher’s mitt on both hands. You need to be able to throw something back.”**  
**~ Maya Angelou**



**UNC**  
GILLINGS SCHOOL OF  
GLOBAL PUBLIC HEALTH

# WHAT IS A CAMPAIGN?

- “A connected series of operations designed to bring about a particular result”
- Campaigns have specific themes, timeframes and goals
- All gifts from through the year 2022 will count towards the overall campaign goal

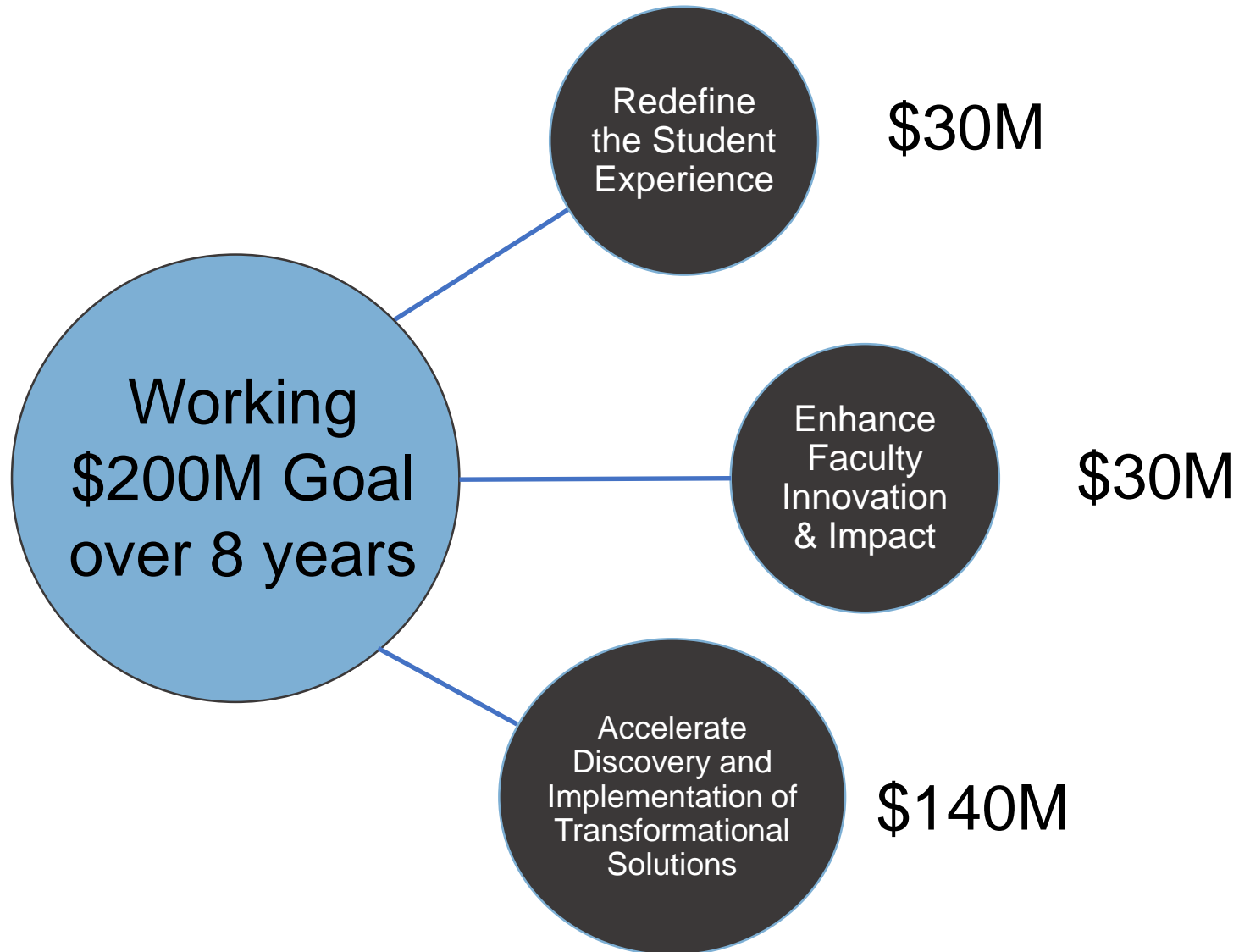


# WHY ARE CAMPAIGNS IMPORTANT?

- Opportunity to galvanize support across the campus around priority areas
- Fosters collaboration across schools, units and departments on large-scale initiatives
- Creates a sense of unity amongst donors to invest in the institution

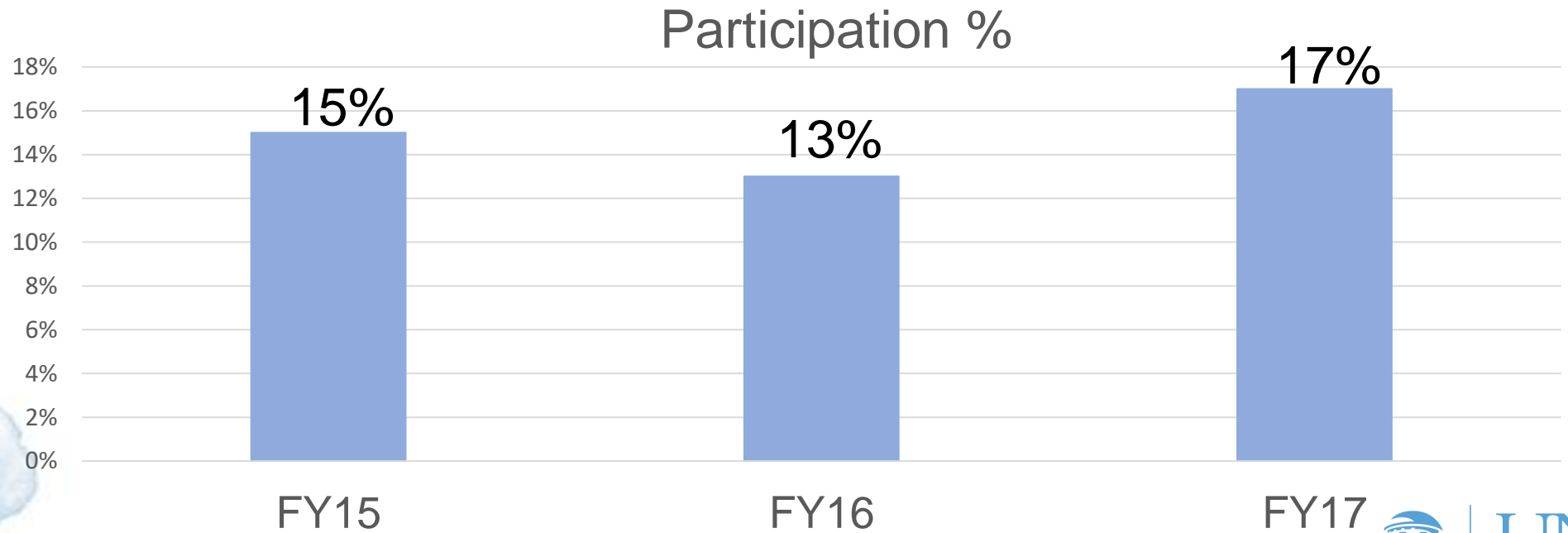


# Campaign Fundraising Goals & Priorities



# Gillings Faculty & Staff Giving Participation

- FY July 1 – June 30



# HOW CAN I BE INVOLVED?

- Be an advocate for giving in your office and in your community
- [Make a gift](#) – Easiest ways are either payroll deduction or online annual gift
- Encourage your colleagues to join you and do the same



# SUMMARY

- The campaign is imperative to our mission of improving public health locally and globally.
- Participation is the key. Area of greatest need is unrestricted support to the Public Health Foundation.
- Thank you to those that have given and to those that are open to considering making a gift.

