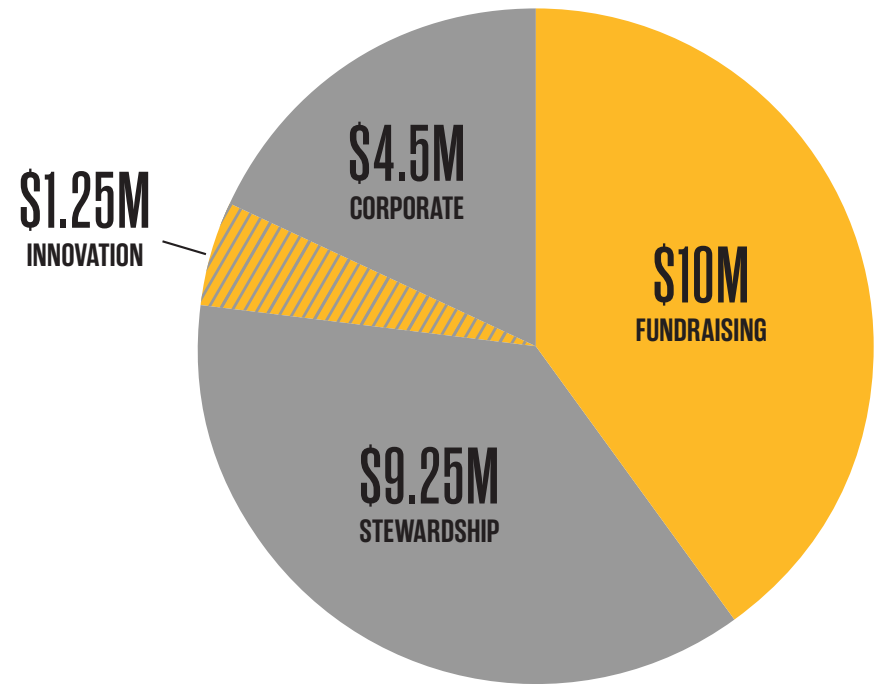


MISSION

To secure, invest, steward and distribute resources in support of Northern Kentucky University, to advocate for the University's best interests and to build lasting relationships with alumni and friends.

VISION

The NKU Foundation will be the most impactful foundation of all regional public university foundations.



IMPACT

Increase NKUF's impact on NKU by increasing its financial support from 3.5% (\$8.8M) to 10% (\$25M) of the university's annual operating budget.

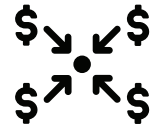
2020-30 STRATEGIC PLAN

PILLARS
In support of student success

STRATEGIC GOALS

TACTIC #1

TACTIC #2

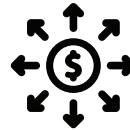


FUNDRAISING
To raise resources to support NKU.

Increase fundraising commitments to the NKU Foundation to support NKU's mission.

INCREASE ANNUAL FUNDRAISING TO \$24 MILLION BY 2030.

INCREASE ROI TO \$8.44 BY 2030.



STEWARDSHIP
To manage and steward funds entrusted to us in a responsible and prudent manner.

Increase resources for both short and long-term goals of the University and the Foundation while protecting and maintaining the intergenerational equity of the endowments.

ATTAIN A \$200 MILLION ENDOWMENT BY 2030.

DOUBLE THE FINANCIAL INVESTMENT IN THE ADVANCEMENT STAFF AND OPERATIONS BY 2030.



INNOVATION
To develop and execute non-traditional and/or innovative activities to support NKU.

To broaden our involvement and effectiveness in alternative, innovative methods of raising resources and conducting business, including public/private partnerships that support the Foundation's mission.

DEVELOP AND IMPLEMENT A PLAN THAT ENGAGES IN NEW, INNOVATIVE AND NONTRADITIONAL ACTIVITIES THAT INCREASES REVENUE OR ADDS FINANCIAL VALUE.

LEVERAGE THE CAPABILITIES AND STRUCTURE OF THE FOUNDATION TO DRIVE COST-SAVINGS FOR THE UNIVERSITY.



ADVOCACY
To advocate on local, state and federal levels for NKU's best interests.

Increase the amount of public support and funding for NKU, its people and programs and advocate against policies that would have a negative impact on the NKU Foundation and NKU.

DURING THE NEXT 10 YEARS, INCREASE PUBLIC FUNDING FOR NKU AT THE SAME RATE OR GREATER THAN OTHER KENTUCKY PUBLIC UNIVERSITIES.

INCREASE ENGAGEMENT WITH CORPORATIONS IN SUPPORTING THE UNIVERSITY THROUGH FUNDRAISING, MOUS, DIRECT PROGRAM SUPPORT OR SPONSORSHIPS.