

A shocking campaign

Wichita State and the WSU Foundation have teamed up to embark on a new comprehensive campaign to promote the vision of a university where creativity, innovation, entrepreneurship and technology are paving the way for a bold and enterprising future. The last comprehensive campaign was conducted in the mid-1980s, but the breadth of this one will . . . Shock the World!

The campaign process began with the hiring of Grenzebach Glier and Associates, consultants in philanthropic management from Chicago. With its guidance, seven leadership briefings, consisting of 9-15 donors each, were implemented in Wichita and Washington, D.C. During the briefings WSU President John Bardo delivered an overview of the case statement and WSU Foundation President and CEO Elizabeth King helped lead discussions regarding the university's vision and the viability of the aspirational goals and the fundraising priorities to support them. First Lady Deborah Bardo joined the president at all leadership briefings. Feedback from these briefings helped shape a revised version of the case statement.

The consultants have begun executing one-on-one confidential interviews with donors and prospects to determine if they are willing and able to support one or more of the fundraising priorities. The goal is to complete 55 interviews by the end of July.

The consultants will prepare and present to Bardo and the WSU Foundation Board of Directors a feasibility study from the outcomes of the leadership briefings and their findings from the interviews. These findings will be used to finalize the campaign priorities and the amounts to be raised.

From the presentation, Foundation leadership will work with Bardo and his executive team to submit to its board of directors a proposed strategic plan for the campaign. This will be used as a blueprint to move forward and Shock the World.

Campaign updates will be available on the WSU Foundation website and will be submitted regularly to WSU Today. To learn the background of the campaign, go to <http://foundation.wichita.edu/visiontoreality?>.