

**Creating Something from  
Nothing: Developing  
Strong Annual and Major  
Gift Programs**

**Alvin Wang, *Dean***  
The Burnett Honors College  
[Alvin.wang@ucf.edu](mailto:Alvin.wang@ucf.edu)

**Bridget Holt, *Director of Development***  
The UCF Foundation, Inc.  
[Bridget.holt@ucf.edu](mailto:Bridget.holt@ucf.edu)

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Metropolitan Research University  
Established in 1963 as FTU

**60,810 students**

- 92 Baccalaureate Programs
- 85 Master's Programs
- 30 Doctoral Programs

**2014 Freshmen class**

N = 6,513  
Mean SAT = 1256  
Mean H.S. GPA = 3.90



Program established in 1982  
Became a college in 1998

**1,747 students**

- All majors
- 4-year Honors curriculum

**2014 Freshmen class:**

N = 506 students  
Mean SAT = 1398  
Mean H.S. GPA = 4.29  
78 National Merit Scholars



- Offer the best undergraduate education available in Florida.
- Achieve international prominence in key programs of graduate study and research.
- Provide international focus to our curricula and research programs.
- Become more inclusive and diverse.
- Be America's leading partnership university.



- Achieve national prominence in honors education.
- Foster academic excellence, personal growth, ethics and civic responsibility.
- Be UCF's premier program to cultivate intellectual curiosity, creativity, and undergraduate research.
- Become more inclusive and diverse.

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## **Development History at the Burnett Honors College**

- Building gifted in 2001
- Consistent Development Officer hired in 2010
- FY 2015 total \$800k production
- \$500k in endowments

**Funding Goals:** Experiential Learning– Research, Civic Engagement, Study Abroad

## **Challenges:**

- Young alumni base
- No historical giving history or culture of philanthropy
- Honors Alumni previously not identified/targeted

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Why Give to an Honors College?

- Idea of “Giving Through”
- Future leaders who address the issues that face our society
- Investing in the future



Seven year old Alex Pring and Albert Manero '12, '14 of the Limbitless Project

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## Help! My Alumni are Everyone else's alumni

### Identification Strategies:

- Long term view of development (strategic)
- Deans Matter!
- Collaboration with other units, 100% Credit
- Created a Parent Program, loyal donor base
- Board Members
- Community Members
- Discovery Lists
- Alumni
- Educating Students about philanthropy
- Faculty



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## Cultivation

- Distinguished Luncheon Speakers
- Dean/ other Directors visiting with donors
- Parent connection—Dean’s Enrichment Council
- Athletics
- Special “touch points”
- Communications
- Student Philanthropy Council
- E-Mentor Program
- Alumni Awards
- BE CREATIVE!

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## Stewardship

- Show the impact
- Follow through!
- Student Involvement
- Hand written thank you notes from students
- Special touches not possible in larger units



# Final Remarks

Honors programs are easily branded and highly marketable to prospects representing a wide range of interests and backgrounds. Honors development plans should take advantage of the close-knit Honors community including:

Students Alumni Parents Faculty Friends



# Questions and Discussion

