THE FUTURE STARTS HERE

Anita Paye, Assistant Vice President, Finance Administration and Initiatives & Marla Vickers, Associate Vice President, Advancement & Alumni Engagement

Employee Council

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“When there is an important issue, a tough question, I want them to think, ‘I wonder what’s going on at Emory? I wonder how they’re solving this? I wonder what research is addressing this question?’”

GREGORY L. FENVES, PRESIDENT, EMORY UNIVERSITY
THE FUTURE STARTS HERE

Aspirational and visionary, this Emory campaign invests in people for the benefit of people.

Not only about how we move Emory forward but also how investments in Emory will lead to a better world, 2036 presents an inspiring vision of what we will accomplish together.
Tied to Emory's bicentennial, 2O36 is focused not on who we are but where we are going. We will shape our future through this campaign, ensuring that our 200-year-old mission to create, preserve, teach, and apply knowledge in the service of humanity is fully realized.
First and foremost, this campaign will focus on people—the investors and the beneficiaries.

Equally important, we will show the real-world effects of these investments in the Emory community.
2036

GOALS

TOGETHER, WE WILL:

- Generate excitement about a clear vision for the future
- Exceed overall and school/unit dollar goals
- Increase number of engaged alumni and active donors
- Broaden reach and brand awareness
- Rally students, faculty, and staff around bold hopes
- Strengthen reputation and ranking
- Inspire pride among constituents
- Begin building pipeline for 2025 and beyond
CORE AREAS

STUDENT FLOURISHING

INVESTING IN PEOPLE
FOR THE BENEFIT OF
PEOPLE

FACULTY EMINENCE

RESEARCH EXCELLENCE
CAMPAIGN PRIORITIES: TOP-DOWN APPROACH

SCHOOL AND UNIT GOALS

- BUSINESS
- COLLEGE
- GRADUATE
- LAW
- MEDICINE
- NURSING
- OXFORD
- PUBLIC HEALTH
- THEOLOGY
- CAMPUS LIFE
- MUSEUM
- ETHICS
- GLOBAL HEALTH
- HEALTHCARE
- LIBRARIES
- WINSHIP
- YERKES

UNIVERSITY PRIORITIES

THEMES
2036 CAMPAIGN PRIORITIES: TOP-DOWN APPROACH

UNIVERSITY PRIORITIES

- ARTS & HUMANITIES
- FACULTY EMINENCE
- GRADUATE & PROFESSIONAL EDUCATION
- INNOVATION & ENTREPRENEURSHIP
- PATIENT CARE
- PUBLIC & GLOBAL HEALTH
- RELIGION, ETHICS, & LAW
- RESEARCH

THEMES

- STUDENT SUCCESS
- SOCIAL & RACIAL JUSTICE
- AI. HUMANITY
- CANCER
- BRAIN HEALTH

EMORY
SPARK

WE WILL INSPIRE. Creating connections through content will generate interest, reflect passions, inspire wonder, and drive action.
NURTURE

We will provide value. Developing relationships that are founded on a shared vision will help us work toward a collectively built future. Everyone will be able to see themselves in a future when they help shape those stories.
BUILD

We will connect. Unifying everything with a forward-thinking identity that reflects optimism and inspiration, this dynamic brand will point toward an open and expansive future where art meets innovation and science.
RESOURCES

THE INFO YOU NEED

• 2036.emory.edu
• Messaging Guide
• Resource Library
THE FUTURE IS NOW

Join the Emory community movement by supporting what matters to you, and make a difference by investing in Emory's people and programs.

Annual gifts from members of the entire Emory community provide critical support to our students, faculty, and programs.

Distributions from our endowment fund less than 10% of Emory's operating expenses.
WAYS TO GIVE

There are many ways you can make a gift to Emory. For details about each of them, visit together.emory.edu/giving.

Below are a few ways many employees give:

• Payroll deduction through your HR PeopleSoft account
• Make a single gift by credit card: together.emory.edu/give
• Include Emory in your estate plan: giftplanning.emory.edu
EMORY DAY OF GIVING

An annual day dedicated to bringing together Emory's alumni, employees, students, parents, and friends through social networks and community engagement to fundraise for Emory's people and programs.

36 hours: March 30 at 6 a.m. through March 31 at 6 p.m.

Re-launch of Emory’s employee giving program:

• Give to the school, unit, or program that is most important to you
• Volunteer to encourage fellow employees to give or invite them to participate
• Participate in social and in-person programming with the Emory community
BUILDING THE PIPELINE

We will...

• Continue to promote giving opportunities to support Emory's students and programs

• Share stories about how employees are contributing to Emory's success through philanthropy and engagement

• Recruit Emory Advancement Volunteer Network representatives for each school or unit, providing resources and training for peer-to-peer fundraising

• Thank and recognize our employee donors, sharing the impact of their giving and engagement throughout Emory
THE FUTURE STARTS WITH YOU

Anita Paye – anita.parker.paye@emory.edu
Marla Vickers – marla.vickers@emory.edu