

# Campaign Planning Committee

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May 26, 2026

# Previous Campaign Wrap-up

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## Campaign Outcomes



1. Raise an extraordinary amount of financial support — \$300 million — for critical Academy priorities and for strategic needs of supporting organizations.
2. Increase awareness, engagement and participation among Academy graduates, parents and friends.
3. Enhance institutional pride among all stakeholders.
4. Imbue Academy faculty, staff, graduates and supporters with information about philanthropy's role and impact at the Academy



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**Air Garden Restoration**  
**Air Force Academy Fund**  
**Air Warrior Combat Memorial**  
**Class of 1970 Endowment for Reunions**  
**HH-3E**  
**Hotel Polaris**  
**Hosmer Visitor Center**  
**Institute for Future Conflict**  
**Kucera Legacy Center**  
**Madera Cyber Innovation Center**  
**Martinson Honors Program**  
**Wecker Hall & Yost Plaza**

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## **Significant Outcomes**

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- \$330.6M Committed
- \$72M in Planned Gifts
- \$75.3M in Class Gift Commitments
- Nearly 20,000 donors
- Over 12,000 graduate donors



## Campaign by the numbers

### Commitments by purpose

Academic | \$96M

Capital & Other | \$57.2M

AOG/Foundation Operations | \$52.2M

Heritage | \$41.3M

Athletics | \$38.5M

Unrestricted Support | \$20.5M

Cadet Activities | \$12.7M

Character & Leadership | \$12.2M

### Commitments by source

Graduates | \$240.8M

Foundations | \$50.8M

Companies | \$25.1M

Parents | \$7.6M

Other | \$6.3M

## Campaign Gift Distribution

Gift Amount	# of Gifts
\$5M+	10
\$2.5M-\$4.99M	13
\$1M-\$2.49M	58
\$500,000-\$999,999	60
\$250,000-\$499,000	90
\$100,000-\$249,999	261
\$50,000-\$99,999	221
\$10,000-\$49,999	1001
\$1,000-\$9,999	10,475
Less than \$1,000	69,828

# Reunion Class Giving Projects



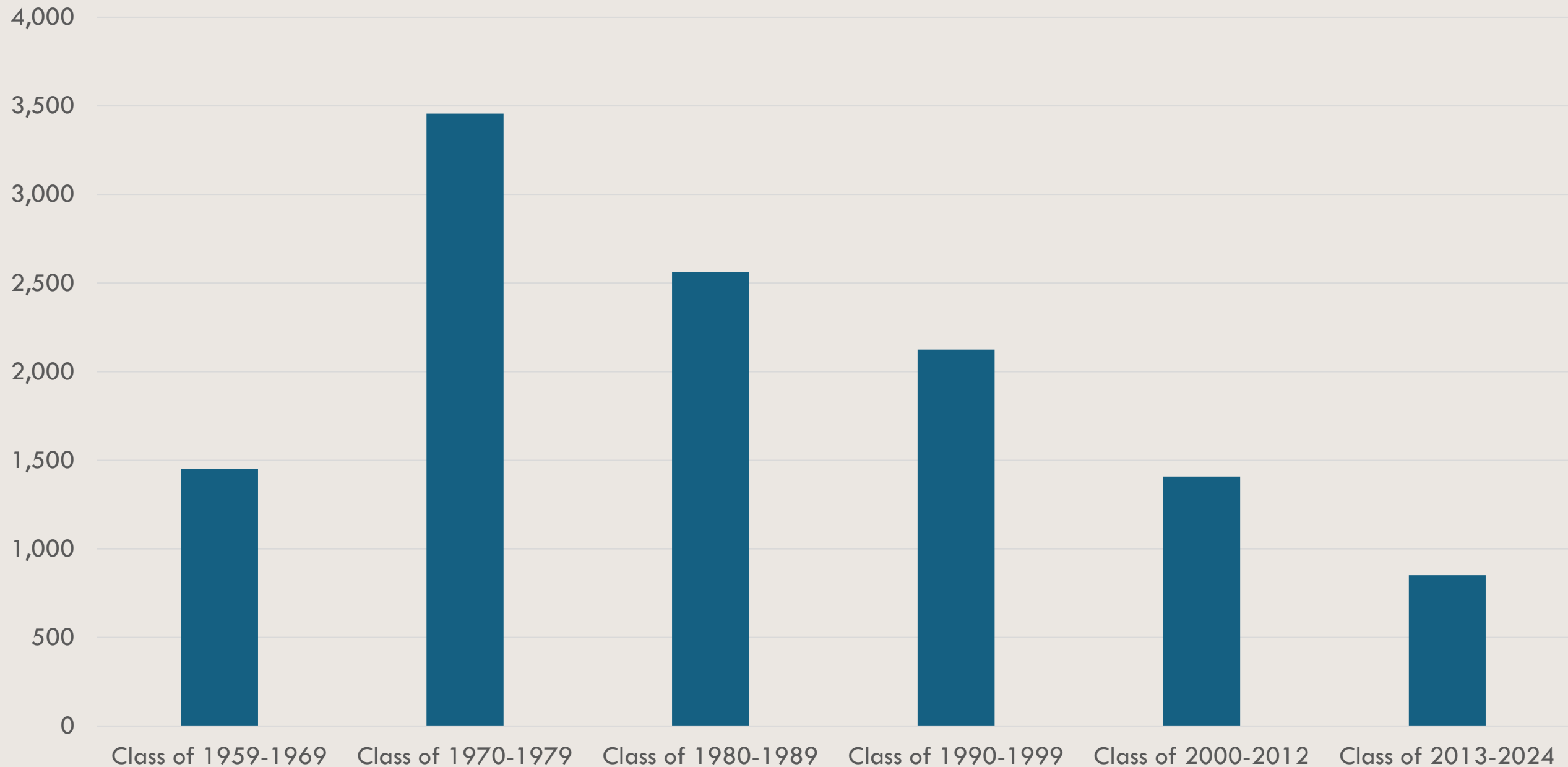
- Class of 1963 – Leader Challenge Tower, Memorial Endowment and Digital Checkpoints Archive
- Class of 1968 - Cyber Competition Team and Cemetery Memorial Project
- Class of 1971 – Air Warrior Combat Memorial
- Class of 1974 - Forevermore Overlook
- Class of 1976 - Spirit of '76 Echelon: A Tribute to the Long Blue Line
- Class of 1979 - Spirit 03 Memorial
- Class of 1981 - HH-3E Static Aircraft Display
- Class of 1984 - Endowment for Cadet Clubs
- Class of 1987 - Endowment for Distinguished Cyber Speakers
- Class of 1988 - Profession of Arms Speaker Series
- Class of 1989 - Endowment for Exemplar Program
- Class of 1994 - Hotel Polaris
- Class of 2003 - Cadet Summer Research Program
- Class of 2010 Endowment for Cadet Morale
- Class of 2013 - Peak Performance Center



## Campaign multi-class reunion giving projects

- Air Garden Restoration – Classes of 1972, 1975 and 1976
- NCLS endowments - Classes of 1977, 1983, 1993 and 2004
- Madera Cyber Innovation Center – Classes of 1977, 1978, 1979, 1982, 1983 and 1987
- Planetarium and STEM Center – Classes of 1985, 1997 and 1998
- Tuskegee Airmen Memorial - Classes 1986, 1990 and 1996

# Campaign Donors by Decade



# Number of Donors by Class

<u>Class</u>	<u>Donors</u>	<u>Living Grads</u>	<u>Campaign Participation Rate</u>
1979	439	900	48.78%
1977	410	867	47.29%
1976	405	928	43.64%
1970	400	745	53.69%
1975	387	756	51.19%
1972	383	754	50.80%
1974	367	813	45.14%
1994	338	1,024	33.01%
1983	327	956	34.21%

# Number of Donors by Class

<u>Class</u>	<u>Donors</u>	<u>Living Grads</u>	<u>Campaign Participation Rate</u>
1995	231	994	23.24%
1997	227	797	28.48%
1996	183	922	19.85%
1998	178	947	18.80%
2004	169	974	17.35%
2017	160	985	16.24%
1999	155	962	16.11%
2010	148	1,012	14.62%
2000	141	941	14.98%

# Committee Administration/Expectations

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## Timeline (notional)\*

Planning Committee	May '26 - May '27
Feasibility Study	May '27 - May '28
Develop Campaign Plan	May '28 - May '31
Capital Campaign	May '31 - May '34
-Leadership Phase	
-Public Phase	
-Conclusion Phase	

\*Dates for Planning Committee are "firm"

# Planning Committee Phases (dates TBD)



1. Data gathering...set framework
2. Deliberations...develop objectives
3. Prioritization...structure recommendations
4. Approval...communication to key players



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## Affiliated Organizations

- AFA Foundation
    - AOG
    - AFAAC
  - Falcon Foundation
    - ARDI
  - Friends of the Library
  - Supt's Leadership Endowment
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## Other Key Audiences

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- USAFA Leadership
- Cadet Wing
- 10 ABW Leadership
- Permanent Professors
- Coaches
- State/Community Leaders
- Potential Major Donors
- And...?



## Next Meeting (date/time TBD)

1. Consider/approve Committee meeting schedule
2. Discuss target dates for Committee Phases
3. Assign initial phone calls to appropriate leaders
4. Determine specific briefings needed by Committee
5. Prioritize order of data gathering meetings
6. Finalize engagement list (people & orgs)
7. Align Committee members to that list
8. Discuss prior campaign objectives/prioritization
9. What else...?