

Campaign Planning Committee

Jul 16, 2026

Quick Hitters (Mark/Matt)



- 1. Feedback from Foundation Executive Committee update**
- 2. Update on Affiliate CEO/Chairman calls**

Proposed Committee Member Alignment to Key Audiences



- USAFA Leadership * ... Full Committee (Mark/Matt)
- Affiliate Organizations *
 - AFACC: Tony Nick Matt
 - AFA Foundation: Ted Christina Tony (?)
 - AOG: D.T. Ted Christina (?)
 - ARDI: Matt Tony Mark
 - Falcon Foundation: Mark Christina ??
 - Friends of Library: Christina Nick ??
- Potential Major Donors * ... Ted Matt
- Cadet Wing ** ... Christina Mark
- State/Community Leaders ** ... Comm. Rep Nick

Proposed Committee Member Alignment to Key Audiences



• 10ABW Leadership ***	...	Matt	Nick
• Permanent Professors ***	...	Mark	Matt
• USAFA Staff ***	...	Nick	Tony
• Coaches ***	...	Tony	Ted
• Graduate Community *****	...	D.T.	Christina
• Industry Partners *****	...	Matt	D.T.

Scheduling of Initial Meetings



- 1. USAFA Leadership**
- 2. Affiliate Leaders (Exec Committees?)**
- 3. Briefings to Committee**
 - a) SUPT's 50-Year Strategic Plan**
 - b) Planned Gov funding for USAFA projects**
 - c) Affiliate Priorities (if not covered in #2 above)**

Defining Our Future Campaign objectives / priorities

Banet

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

Defining Our Future Campaign Fundraising Priorities



Priority	Goal (in millions)
Athletic Facility Enhancements (Falcon Stadium, Falcon's Nest)	\$65
Madera Cyber Innovation Center	\$30
Endowed Chairs - IFC (Study for Future Cyber Domain, Study of Information Dominance)	\$30
Air Force Academy Fund (For greatest Academy need)	\$27
Institute for Future Conflict (IFC) (IFC Studies Professor, Chief Scientist, Post-Doctoral Researcher)	\$19
Cadet Wing Leadership Experiences (Cadet Clubs)	\$15
Endowed Scholar Chairs - CCLD	\$15
Academic Teams	\$12
CCLD Cadet Programs	\$11
Journal of Character and Leadership Development (Editor and operational costs)	\$9
Chaplain Programs	\$5
Falcon Scholarships	\$5
Friends of the Library	\$2
AOG Programs and Graduate Investment (Firstie Departure, Young Alumni Engagement, Long Blue Line Endowment)	\$10
Resource Development (Air Force Academy Foundation Operational Support)	\$15
Campaign Goal	\$270



Other Discussion Items?

Next Meeting (Thursday, 20 Aug, 3 p.m. MT)



1. Update on Affiliate leadership calls
2. Update on Community Representative (and hopefully intros!)
3. Updates on initial data gathering meetings
4. Review schedule for upcoming data gathering meetings
5. Discuss potential major donors and their interests
6. Discuss Focus Areas for Capital Campaign
7. What else...?