

CAMPAIGN FAQs

TIME TO RISE

THE MARQUETTE PROMISE TO BE THE DIFFERENCE



MARQUETTE
UNIVERSITY

1. What is a comprehensive fundraising campaign?

A campaign is an organized fundraising effort with an announced financial goal and timeline. It focuses on obtaining support for the university's highest, most strategic priorities by identifying and soliciting prospects in a planned, systematic manner. Campaigns also typically engage organized volunteer leadership to represent the campaign and help make the university a top philanthropic priority during the life of the campaign and beyond. We call the campaign "comprehensive" because it will benefit almost every facet of Marquette. In measuring success, we also count gifts, pledges, estate gifts and in-kind contributions from nearly all sources during the campaign.

2. Why is Marquette launching a campaign now?

Time to Rise will inspire extraordinary support for Marquette's focused impact areas, including a much-needed boost to our endowment and annual giving numbers — both of which lag behind other Jesuit universities. As National Campaign Co-chair Mary Ellen Stanek put it: "While this is a time of uncertainty, we see great opportunity to help the next generation forge the best path forward. Far beyond our time on campus, Marquette instilled life-long values and a sense of belonging that we carry within us to this day."

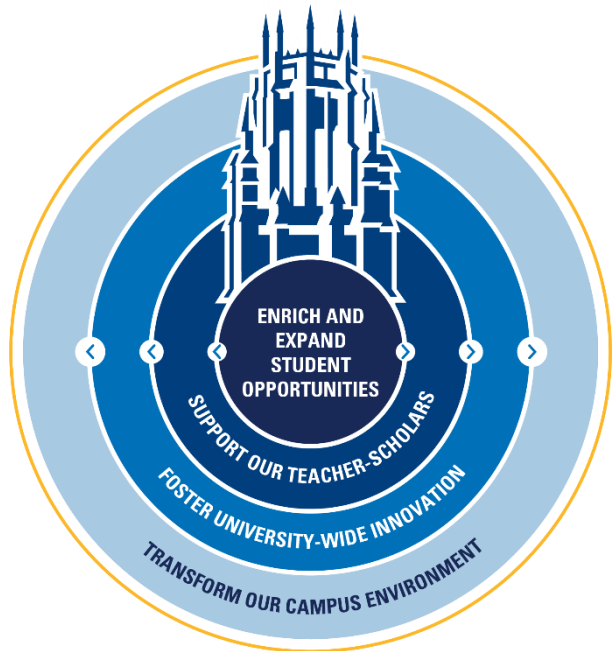
Support from the campaign will elevate fundraising resources to advance the university's mission and pillars of excellence, leadership, faith and service. By building a culture of philanthropy, *Time to Rise* will engage supporters around their areas of passion at the university. It will generate excitement, elevate Marquette's visibility, and unite campus and alumni, parents and friends around a common goal.

3. What is the goal for *Time to Rise*?

Specifically, our goal is to raise \$750 million through the following campaign initiatives: Endowment (\$300 million), Programming (\$180 million), Capital Projects (\$150 million), and Annual Fund (\$120 million).

4. What are the main objectives of *Time to Rise*?

Anchored by four objectives (at right), the campaign prioritizes enriching and expanding student opportunities to increase access and overall scholarship support. In addition, we will secure Marquette's future by supporting our teacher-scholars through endowed positions, research funding and more; by fostering university-wide innovation; and by transforming our campus environment through spaces like our new home for Marquette Business and innovation programming and nursing upgrades.



5. Why should people support Marquette? What makes *Time to Rise* distinctive?

Marquette is an educational difference maker in our communities, across the nation, and in the world beyond. We invest our heart, mind and spirit in developing talented young people for and with others. In doing so, we strengthen the connections, research, talent pipeline and ethical leadership of regions and industries. Our ambitious spirit of curiosity, innovation, entrepreneurship, and service produces leaders driven by unshakable values. That means we are uniquely positioned to Be The Difference in new and evolving ways. Support for the campaign — the university's first in almost 15 years — empowers Marquette to advance our vision to be among the most innovative and accomplished Catholic, Jesuit universities in the world, pursuing the greater glory of God.

The theme of *Time to Rise* not only reflects the important and compelling opportunities of our current times, but also issues a dual call to rise for others and to Be the Difference, tying to the heart of Marquette's brand. This theme, in conjunction with organizing the campaign around Marquette's pillars of leadership, excellence, faith and service, creates an inspiring invitation to join in support.

6. Who is participating in this campaign?

We are extending our invitation to join far and wide to inspire support from alumni, parents, individuals, friends, corporations, foundations and faculty and staff, with a strong focus on alumni and current parents.

7. Who is leading the campaign?

In addition to support from university leadership and Vice President for Advancement Tim McMahon, *Time to Rise* is championed by National Campaign Co-chairs Karen and Chuck Swoboda and Mary Ellen and Dr. Scott Stanek. They have led through their own philanthropy as well as by directing a network of regional and affinity-based volunteers. You can learn more about our campaign leadership at: timetorise.marquette.edu/leadership.

8. How does *Time to Rise* align with Marquette’s master and strategic plans?

The campaign supports both Marquette’s master plan and strategic plan — [Beyond Boundaries](#). It will provide funding to achieve our vision, meet future student needs and position Marquette among the most innovative and accomplished Catholic, Jesuit universities in the world.

9. How much has Marquette raised so far?

Thanks to the generosity of our benefactors, our total is always rising. Check out the latest progress at timetorise.marquette.edu. As an example of the philanthropic momentum generated by *Time to Rise*, more than 500 donors have already committed to \$100,000 or more, including more than 90 donors who have given \$1 million or more.

10. How can my small gift make a difference?

Time to Rise is truly a campaign for all. In measuring success, we count gifts, pledges, estate gifts and in-kind contributions from nearly all sources during the campaign. That’s why a gift of any amount will help us reach our financial target of \$750 million and will Be The Difference for our students.

11. Why are endowment gifts important to Marquette?

Endowed gifts create impact in two key ways: (1) they provide stable funding for their directed purpose in perpetuity, allowing a measure of long-term certainty for the students, faculty or programming benefitted by the gift, and (2) they contribute to the health and growth of the university’s overall endowment. Marquette’s endowment consists of more than 1,400 accounts invested using sound financial management practices. The interest generated from these accounts is the university’s most valuable financial asset. Additional gifts to an endowed fund help to increase its value over time, fueling an even greater impact.

12. Where can I learn more about giving opportunities and impact for *Time to Rise*?

You can visit the campaign website at timetorise.marquette.edu to view college-specific impact stories and funding opportunities as well as other resources and ways to get involved.

