The Bush School is a dynamic and evolving school of public and international affairs. The world of universities and the challenges and opportunities afforded by rapid change in national and global conditions require an ability to adjust and respond. Capitalizing on new opportunities for excellence is an important objective of this campaign for the future. Endowments and other gifts of cash, securities, or property will play a major role in achieving Bush School strategic objectives going forward.

**EXCELLENCE FUNDS**

**CAMPAIGN GOAL**

**CAPITALIZING ON NEW OPPORTUNITIES FOR EXCELLENCE**

**EXCELLENCE FUNDS**

**GIFT OPPORTUNITIES**

**STRATEGIC PLAN OBJECTIVES** ★ The Bush School has a clear-eyed view of its needs and strategies to address them through a well-developed strategic plan that includes several objectives requiring private support: to raise the standing and visibility of the Bush School, “right size” the School, create an unexcelled lifetime relationship with students and alumni, and leverage the environment to meet the needs of Texas and the nation. Donors have an opportunity to support initiatives related to these strategic objectives through endowments and cash gifts. Such gifts also enable the School to respond to emerging priorities in response to new opportunities that might not have been anticipated by the strategic plan.

This dynamic university and school environment also presents other opportunities for special grants and matching gifts, starting new programs, and rewarding those who perform outstanding service to the School.

**SPECIAL OPPORTUNITIES** ★ From time to time, the Bush School can capitalize on opportunities through partnerships, special grant initiatives, and gift matching through donor-provided endowments that enable the dean to leverage new resources on behalf of the School.

**PROGRAM DEVELOPMENT FUND** ★ Bush School excellence is also highly dependent on the development of nationally recognized programs that require special start-up funding to be successful. An endowed Program Development Fund provides donors an opportunity to invest in the future of innovative School programs that set it apart from its competitors.

**EXCELLENCE AWARDS** ★ High performing people are what make the Bush School excellent. Whether students, faculty, staff, alumni, or key stakeholders and donors outside the School, recognition for the many talents of those who fulfill the mission of educating principled leaders for public service is an important priority. Donors have an opportunity to recognize personal and professional contributions to the School by endowing special excellence awards.