



Campaign Planning Committee

Committee Charge

The Campaign Planning Committee is established to serve as a strategic advisory body to the Association & Foundation in developing our next comprehensive campaign.

Working in close partnership with USAFA leadership, the Committee will:

- Identify a focused set of campaign priorities aligned with institutional & organizational needs
- Ensure priorities are compelling, differentiated, and fundable
- Inform the development of a compelling case for support

The Committee's work will result in leadership-endorsed campaign priorities that position the Association & Foundation for a successful feasibility study in 2027 and campaign launch in 2028.

Scope of Work

The Committee will focus on:

- Evaluating and prioritizing key funding opportunities
- Testing the clarity and resonance of proposed priorities
- Identifying areas of greatest philanthropic potential

Committee member role and responsibilities:

- Act as strategic partners
- Bring an externally informed perspective to discussions
- Support a disciplined prioritization process
- Engage in constructive dialogue and discussion
- Maintain confidentiality as appropriate

Approximately 6-8 meetings over an 8-10-month period, beginning in May 2025, plus limited preparation time

- Anticipate engagement with USAFA leadership – Supt, Dean, CW, AD to begin in July and conclude by the end of September. This window will consume much of the required time.

March 30, 2026



By the conclusion of its work, the Committee will deliver a report to the Foundation Executive Committee that articulates clear institutional alignment on a fundable set of recommended campaign priorities.

Committee Timeline

May 2026 (1 meeting)

- Committee alignment & expectations
- Review deliverables
- Pre-read: last campaign materials

July - September 2026 (~3 meetings)

- Committee engagement with USAFA leadership

October - December 2026 (2 meetings)

- Committee review, discussion & recommendation drafting

January 2027 (1 meeting)

- Present the committee's work and recommendations to the Foundation Executive Committee

February 2027 (1 meeting)

- Issue final recommendations

March 2027

- Feasibility study begins

March 30, 2026