
BIG 3

ALUMNI
ASSOCIATION

CLARK
SOCIETY


FROG CLUB
EST. 1940



ENGAGEMENT PLAYBOOK



Table of Contents

<i>Table of Contents</i>	2
<i>Overview</i>	4
Playbook Purpose.....	4
TCU Mission, Vision and Values.....	4
Mission.....	4
Vision.....	4
Values.....	4
LEAD ON: Values In Action™.....	4
PILLAR 1: STUDENT-CENTERED GROWTH.....	4
PILLAR 2: RESEARCH, SCHOLARSHIP AND CREATIVE ACTIVITIES.....	5
PILLAR 3: ATHLETICS.....	5
PILLAR 4: COMMUNITY ENGAGEMENT.....	6
Strategic Plan Website and Executive Summary.....	6
TCU CAMPUS MASTER PLAN.....	6
TCU ENDOWMENT.....	7
TCU Endowment Talking Points.....	7
UNIVERSITY ADVANCEMENT.....	7
<i>TCU Big 3</i>	8
TCU Big 3 Charge.....	8
Clark Society Board.....	8
Mission.....	8
Frog Club Advisory Board.....	8
Mission.....	8
National Alumni Board.....	8
Mission.....	8

Engaging TCU Constituents 9

 What is Constituent Engagement? 9

 FISCAL YEAR 2025 Constituent Demographic Data for Alumni Events 10

Engagement: GO, GIVE, HELP, CONNECT 11

 GO: Go Frogs, Get Involved 11

 GIVE: Give Back, Fuel TCU 12

 Help: Lead On, Lend a Hand 12

 Connect: Frogs Unite, Stay Strong 13

Fiscal Year 2026 Plays 14

 Step 1: Analyze and Align 14

 Step 2: Enhance for Strategic Impact 14

 Step 3: Identify Future-Focused Opportunities 14

Thank You 15

30

40

50

Overview

PLAYBOOK PURPOSE

Welcome to the TCU Big 3 Engagement Playbook! This playbook is designed to equip our Big 3 volunteers with the resources and knowledge to confidently share Texas Christian University's mission, vision and strategic priorities. Together, we can speak with one voice and inspire others to join us in advancing TCU's bold path forward.

TCU MISSION, VISION AND VALUES

Mission

The mission of TCU, a private university, is to educate individuals to think and act as ethical leaders and responsible citizens in the global community through research and creative activities, scholarship, service and programs of teaching and learning offered through the doctoral level.

Vision

To be a world-class, values-centered university.

Values

Integrity, Engagement, Community and Excellence. Read more about TCU's values [here](#).

LEAD ON: VALUES IN ACTION™

Inspired by our core values, TCU's new strategic plan, LEAD ON: Values in Action™, is built upon four foundational pillars and crafted through the active engagement of over 10,000 voices in the Horned Frog community. Each strategic pillar sets a clear focus for TCU's growth and impact, shaping the future of education, discovery, athletics and community.

PILLAR 1: STUDENT-CENTERED GROWTH

TCU's mission calls for the university to extend its reach and broaden access to its exceptional student experience by strategically growing enrollment of undergraduate and graduate students through the next decade. Over the next 10 years, TCU will:

- Grow enrollment to approximately 14,900 undergraduate and 3,000 graduate students by 2035 while preserving the exceptional student experience, 14:1 student/faculty ratio and academic quality of incoming scholars.
- Improve access to TCU by continuing to grow endowed funds and institutional financial aid to meet student needs.

- Improve key student success outcomes by increasing the first-year retention rate, six-year undergraduate graduation rate and the undergraduate graduation rate for Pell-eligible students.
- Ensure that undergraduate students complete an internship, research project, study abroad, service-learning opportunity or experiential learning opportunity while enrolled, with at least half completing an international experience.
- Ensure the TCU experience will translate into highly desired post-graduation outcomes for graduate and undergraduate students, increasing the value of a TCU degree.

PILLAR 2: RESEARCH, SCHOLARSHIP AND CREATIVE ACTIVITIES

To advance TCU's mission, remain a vibrant partner to a rapidly growing Fort Worth and continue its reputational trajectory, TCU will invest in university-wide research, scholarship and creative activities over the next decade. Strategically investing in its research agenda will improve student readiness to enter the workforce, enhance the student experience and elevate TCU's ability to compete for top student, faculty and staff talent. It will also generate synergies with student-centered growth, athletics and community engagement. Elevating its academic and research output will lay the groundwork for TCU to join leading institutions as an R1 university and solidify its position as the premier academic partner for the Fort Worth and broader North Texas community. Over the next 10 years, TCU will:

- Become one of the top 200 U.S. universities for total R&D expenditures.
- Award at least 100 research doctorates annually.
- Become a top 150 U.S. university recognized for the proportion of publications belonging to the top 10% most cited in each field as given by industry benchmarks.
- Elevate TCU's national reputation and visibility of programs across all disciplines.
- Increase faculty awards and recognition of faculty earning scholarship accolades across all disciplines.
- Become a top institution in terms of innovation and licensing revenues.

PILLAR 3: ATHLETICS

For TCU to continue to grow and thrive as an institution, athletics will remain an integral aspect of the experience for TCU students, alumni and the broader community. Over the next 10 years, TCU will:

- Compete at the highest level of athletics and bolster TCU's national reputation.
- Grow paid-for attendance at revenue-generating home sporting events.
- Seize the opportunity of increased interest in women's sports by growing attendance at women's home volleyball, basketball and soccer games.
- Provide an unmatched student-athlete experience to build a competitive edge and center our student-athletes.
- Drive compelling value to the institution in recruiting scholars, bolstering the student experience and raising TCU's awareness and reputation more broadly.

- Continue to operate with integrity, maintaining a safe, supportive and compliant environment.

PILLAR 4: COMMUNITY ENGAGEMENT

For TCU to expand and prosper as an institution, engagement through deep and broad relationships with a wide array of community organizations is foundational to sustaining excellence and expanding impact. Strong community engagement is vital to every element of the plan. Over the next 10 years, TCU will:

- Drive curiosity, creativity, collaboration and innovation across TCU to realize new academic, research and community-focused initiatives.
- Focus on mutual growth that enhances the local community, employers and student experiences by developing strong multidimensional academic, research, service and philanthropic partnerships with top employers in Texas and the Fortune 500.
- Maintain and expand ongoing partnerships with Fort Worth health care systems, non-profits and education systems to address societal factors that affect well-being in Fort Worth, Texas and beyond.
- Leverage local, state and federal government partnerships to advance key policy and program opportunities with transformative potential for TCU and the region.
- Establish TCU as the dynamic, creative, cultural hub for Fort Worth through arts-focused collaboration, innovation, engagement and entrepreneurial activities.
- Be recognized as the leading entrepreneurial support organization in North Texas, inspiring, supporting, launching and attracting businesses.
- Bolster TCU's engagement as a leader in the community via leadership and service positions at leading regional, national and global organizations.

Strategic Plan Website and Executive Summary

Read more about the plan, mark progress, visit the blog and download a copy of the executive summary [here](#).

TCU CAMPUS MASTER PLAN

The comprehensive Campus Master Plan process, led by Sasaki, the industry leader in higher education design, architecture and planning, in conjunction with TCU's facilities leadership, began in 2022. Approved in concept by TCU's Board of Trustees, this plan will serve as a blueprint for the next decade, ensuring that our campus evolves in ways that support our mission, foster innovation and create an inspiring environment for learning, research and community engagement. Visit the Campus Master Plan [site](#) for an executive summary and to monitor progress.

TCU ENDOWMENT

Building TCU's endowment strengthens our shared confidence in the university's mission and ensures the independence to boldly pursue our vision. A strong endowment allows TCU's values and priorities — not outside pressures — to guide our decisions. By joining us in growing the endowment, you're helping create a brighter, stronger future for all Horned Frogs.

TCU Endowment Talking Points

- The endowment ensures that resources are available to sustain TCU's strategic advantage and further enhance its standing among prestigious peer institutions.
- A strong endowment influences the university's reputation as it directly impacts the academic profile, degree of independence and financial stability of the institution.
- Philanthropic support of the endowment is essential to sustain excellence today.
- Student-centered growth requires a robust endowment. Support of TCU's endowment provides security and sustainability so that we can provide financial support and offer exceptional experiences for all of our students as we grow.
- With each investment in the endowment, donors empower the university to innovate and lead through advancements in teaching, scholarship and service to society.
- As of Dec. 31, 2024, TCU's endowment reached \$2.75 billion, placing us 56th nationally in the latest survey by the National Association of College and University Business Officers. While this growth strengthens our future, endowment distributions account for just 15.2% of TCU's annual operating budget.
- To learn how TCU's long-term assets are invested, click [here](#).

UNIVERSITY ADVANCEMENT

University Advancement is responsible for establishing and strengthening relationships with TCU stakeholders and maximizing philanthropic support for the university. University Advancement supports TCU by expanding awareness of, advocacy for, engagement with, and giving to TCU. This is achieved through strategic coordination and collaboration among **Advancement Strategy, Advancement Communications, Alumni Relations, Development, Athletic Development** and **Donor Relations** with support from **Advancement Operations**. Advancement also educates, engages and partners with the broader campus community in addition to executing externally focused work. A full directory of our team can be found [here](#).

TCU Big 3

Since 2015, the Big 3 has united leaders from the Clark Society Board, Frog Club Advisory Board, and National Alumni Board to champion TCU's mission and strengthen collaboration across our volunteer community. Each summer, board chairs and chairs-elect join with university leadership to shape engagement strategies that move TCU forward — together.

TCU BIG 3 CHARGE

The Big 3 (Clark Society Board, Frog Club Advisory Board and National Alumni Board) is charged with:

- Supporting TCU's mission, vision and strategic plan.
- Supporting University Advancement's comprehensive constituent engagement strategy to create more enthusiastic philanthropic partners, leveraging the community's strong sense of affiliation with TCU in ways that drive more active participation, volunteer leadership and personal giving.

CLARK SOCIETY BOARD

Mission

The Clark Society Board's mission is to promote a culture and tradition of giving to advance TCU, including recognition, stewardship and connection; foster a common understanding and appreciation of Clark Society membership; and reward TCU students for exceptional achievement. Learn more about the Clark Society [here](#).

FROG CLUB ADVISORY BOARD

Mission

The Frog Club Advisory Board's mission is to support the Frog Club mission: The Frog Club strives to provide a world-class student-athlete experience through investments in scholarships, programs, resources and facilities resulting in championship-level success. Learn more about the Frog Club [here](#).

NATIONAL ALUMNI BOARD

Mission

Champion and promote the mission of the university as well as the mission of the Alumni Association in a positive and accurate manner. Learn more about the TCU Alumni Association [here](#).

Engaging TCU Constituents

WHAT IS CONSTITUENT ENGAGEMENT?

Constituent engagement refers to the activities that alumni, donors, parents and friends of the university find valuable, that build long-term, mutually beneficial relationships, and that encourage loyalty, support and a stronger institutional image. Appealing engagement opportunities should be clear, convenient and yield tangible benefits for participants. Delivery of these opportunities can range from in-person events to digital or virtual connection. TCU adopted the Go, Give, Help, Connect framework to organize points of engagement and measure success in our efforts.

This chart shows constituent engagement in the areas of Go, Give, Help, Connect for TCU's fiscal year 2025.

Constituent Engagement (All)

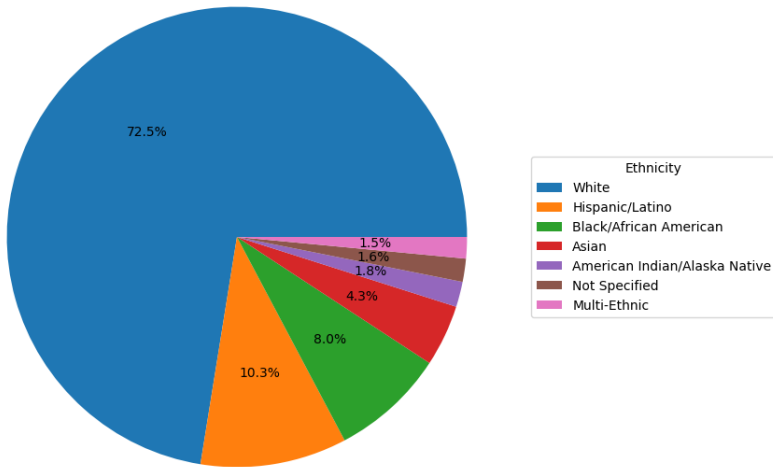
Go	20,023	6.5%
Give	22,959	7.4%
Help	2,248	0.7%
Connect	42,744	13.8%
Unique engagers	61,024	19.7%
Go+Give	9,594	3.1%
Help+Give	1,120	0.4%
Connect+Give	10,803	3.5%

May 31, 2025

FISCAL YEAR 2025 CONSTITUENT DEMOGRAPHIC DATA FOR ALUMNI EVENTS

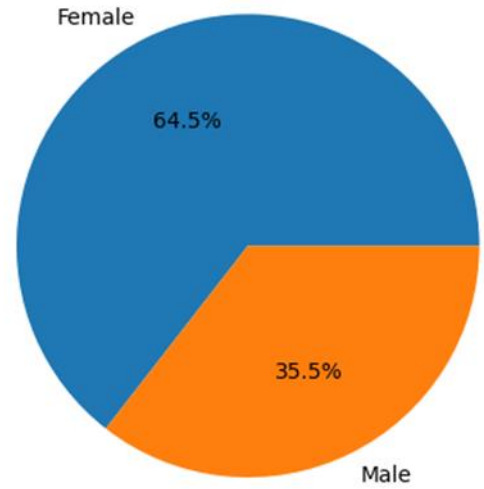
All Constituents

Ethnicity Distribution



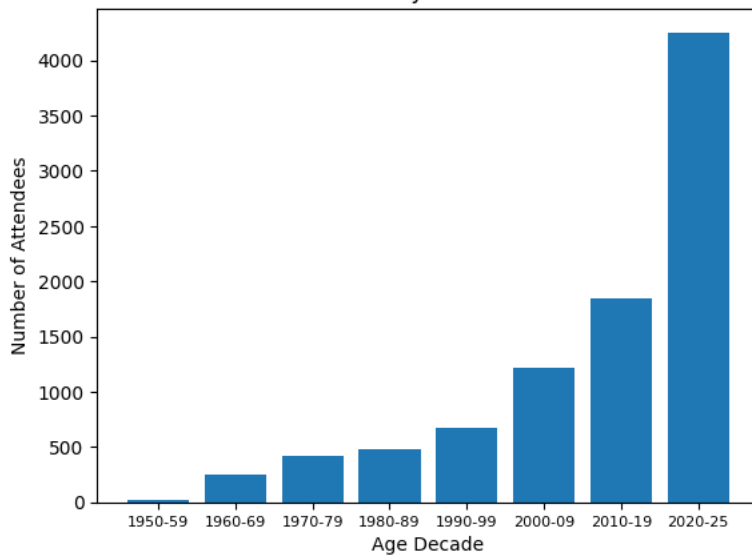
Note: Native Hawaiian/Other Pacific Islander represents 0.1% of the total.

Gender Distribution



Alumni Constituents

Attendees by Class Decade



Engagement: GO, GIVE, HELP, CONNECT

As leaders in the Big 3, you bring TCU's mission to life. By embracing the **Go, Give, Help, Connect (GGHC)** framework to support **LEAD ON: Values in Action™**, you strengthen TCU's culture of connection — building deeper engagement, inspiring volunteer leadership and encouraging philanthropy that makes a difference.

Each board's AND BOARD MEMBER'S support of **GGHC** should align with TCU's strategic priorities, ensuring every effort makes a meaningful impact. To bring GGHC to life, we've outlined a series of challenges for you to choose from and make your own. As Big 3 volunteers, you help TCU thrive — when we **GO, GIVE, HELP and CONNECT, we LEAD ON together.**

GO: GO FROGS, GET INVOLVED

Join fellow Frogs — on campus, online or in your own city — to celebrate the spirit of TCU. From guest lectures and social gatherings to game days and performing arts, there's always a way to stay connected to the life of the university.

Every event strengthens lifelong ties, grows the Horned Frog network, and inspires pride and support. When boards host events, the goal is simple: build community, elevate TCU and spark generosity.

Challenge to Each Board Member:

1. Attend at least four events/experiences this year.
2. Invite at least four Frogs to join you in events this year.
3. Share your experiences from 1 and 2 with your University Advancement staff lead. What worked? What could be a focus for growth?

Resources:

1. [TCU Calendar](#)
2. [TCU Alumni Events](#)
3. [TCU Athletics](#)
4. [College of Fine Arts Performances](#)

GIVE: GIVE BACK, FUEL TCU

Every gift matters. Each one connects donors to what they love about TCU, gives them a role in shaping our future, and shows the strength of our Horned Frog community. When you make your gift first and inspire others to join you, it's a powerful vote of confidence that strengthens TCU's reputation and helps ensure a world-class experience for every student. The work of the Big 3 is to engage, inspire and lead others to support TCU philanthropically.

Challenge to Each Board Member:

1. Fall: Promote and participate in TCU Gives Day, Oct. 7-8, 2025.
2. Spring/Summer: Participate in a FrogFunding campaign like Horned Frogs 24/7.
3. Invite at least five Frogs to join you in giving each year.
4. Prepare a 30-second "elevator pitch" for why giving to TCU is meaningful to you.
5. Give each year, and be [Loyal Purple](#).
6. Support your school or college.
7. Share your experiences from 1 - 6 with your University Advancement staff lead. What worked? What could be a focus for growth?

Resources:

1. Make a gift [online](#).
2. [Talking Points for Importance of Giving, at Any Level](#)
3. [Office of Loyalty Giving](#)
4. [Gift Planning](#) and the Britain Society
5. [Scholarship Support](#)

HELP: LEAD ON, LEND A HAND

By serving in the Big 3, you're already making a significant impact. By also acting as a knowledgeable ambassador and encouraging others to support TCU with their time, you help position us for even greater success.

Challenge to Each Board Member:

1. Serve as an ambassador by being knowledgeable about and sharing [TCU Points of Pride](#).
2. Serve on your local Alumni Chapter or Club.
3. Support volunteer efforts within your school or college.
4. Share your experiences from 1 - 3 with your University Advancement staff lead. What worked? What could be a focus for growth?

Resource: [Lead On with Impact](#)

CONNECT: FROGS UNITE, STAY STRONG

TCU is committed to building and sustaining a connected community and is known as one of the most vibrant and connected universities, prioritizing student success in alignment with our mission as we cultivate a meaningful and connected culture rooted in our values. As a member of the Big 3, the relationships you build with fellow volunteers, peers and colleagues will strengthen our community and expand our impact and reputation.

Challenge to Each Board Member:

1. Receive and review TCU emails to remain knowledgeable about the university.
2. Subscribe to [TCU Today](#), a weekly e-newsletter for the Horned Frog community.
3. Search in your device's app store to download the **TCU Mobile** app to access TCU resources, make a gift and register for events.
4. Engage with TCU social media and consider being a [TCU Social Media Ambassador](#).
5. Hire a Frog! Encourage your business to collaborate with [TCU Career Services](#) to hire Horned Frogs or provide internships.
6. Serve as a student mentor.
7. Help TCU administration create opportunities that enhance the local community, employers and student experiences by developing strong multidimensional academic, research, service and philanthropic partnerships with top employers in Texas and the Fortune 500.
8. Share your experiences from 1 - 7 with your University Advancement staff lead. What worked? What could be a focus for growth?

Resources:

1. University Advancement Social Media Channels
 - a. [Instagram](#) TCUThanksYou
 - b. [Instagram](#) TCU Alumni Association
 - c. [Instagram](#) TCU Frog Club
 - d. [Facebook](#) TCU Clark Society
 - e. [Facebook](#) TCU Alumni Worldwide
 - f. [Facebook](#) TCU Frog Club
 - g. [X](#) TCU Alumni Association
 - h. [X](#) TCU Frog Club
2. TCU Social Media Channels
 - a. [Facebook](#)
 - b. [Instagram](#)
 - c. [X](#)
 - d. [LinkedIn](#)

Fiscal Year 2026 Plays

As volunteer leaders, you are essential to TCU's success. Through **LEAD ON: Values in Action™**, you help shape the future of our philanthropic efforts and inspire others to join you. Looking ahead to the new fiscal year, it's important that the Big 3's initiatives stay aligned with TCU's strategic priorities — so together, we can make the greatest impact.

STEP 1: ANALYZE AND ALIGN

The Big 3 boards have contributed meaningful work through the Go, Give, Help, Connect framework since the close of Lead On: A Campaign for TCU. Looking forward, each board should evaluate its current initiatives and assess how major tasks and projects align with the four pillars of LEAD ON: Values in Action™.

If any efforts no longer support the university's evolving priorities or lack measurable return on investment, boards should thoughtfully consider their long-term sustainability.

STEP 2: ENHANCE FOR STRATEGIC IMPACT

Once board tasks and projects are organized within the pillars of LEAD ON: Values in Action™, boards should explore opportunities to strengthen these efforts over the next five years to better support the university's strategic goals.

Boards should utilize fall 2025 meetings to accomplish Steps 1 and 2. Big 3 leadership will convene in December 2025 to share outcomes.

STEP 3: IDENTIFY FUTURE-FOCUSED OPPORTUNITIES

If after the first steps there are remaining resources to sustain additional activities, boards are encouraged to identify new initiatives or areas of engagement that align with the university's strategic direction and can be executed over the next five years. When appropriate, collaborate across boards to ensure a cohesive approach and avoid duplication of efforts. New projects should be data-informed, aligned with TCU's mission, and demonstrate a clear, projected return on investment.

Boards should utilize spring 2026 meetings to accomplish Step 3. Big 3 leadership will convene in May 2026 to share outcomes.

Thank You

Your generosity and dedication to fostering a culture of connection and giving at TCU are truly **inspiring**. Thank you for sharing your time, energy and Horned Frog spirit to advance TCU's mission. Your service strengthens the tradition of excellence and philanthropy that makes TCU extraordinary. We are grateful for all you do for TCU!

Lead On, Frogs!

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