



CAMPAIGN COMMUNICATIONS: CLEARLY COMMUNICATING OBJECTIVES AND IMPACT

January 19, 2017 :: 1:00 - 2:30 p.m. EST

Get communications ideas for revitalizing campaign momentum and getting your donors excited about the future of your institution.

OVERVIEW

Do your campaign communications need to be updated? Learn how you can better communicate campaign objectives and impact of donor support during a campaign. Whether you are looking for communications advice regarding an upcoming campaign or simply looking for new ideas to refresh your current campaign, this webcast will help you generate aesthetically inspiring and donor-centric campaign communications.

During this event, you will see numerous examples of communication pieces used throughout campaigns at several institutions.

WHO SHOULD ATTEND

This webcast is perfect for advancement and marketing professionals charged with developing campaign materials that refocus their narrative and communicate impact to inspire continued giving. This may include:

- Advancement leaders
- Communications specialists
- Development officers

[VISIT EVENT PAGE](#)

www.academicimpressions.com/webcast/campaign-communications-clearly-communicating-objectives-and-impact



LEARNING OUTCOME

After participating in this online training, you will be able to better highlight campaign objectives and demonstrate the impact of private support in the context of a comprehensive campaign.

CONTACT US FOR MORE INFORMATION

Contact Gwen Doyle, Program Manager at gwen@academicimpressions.com or 720-988-1258 if you'd like additional information about the program.



AGENDA

Thursday, January 19, 2017 :: 1:00 - 2:30 p.m. EST

- ➔ **Campaigns: Enhanced Donor Communications**
 - Campaign ASU 2020 discussion points
 - » The importance of private support
 - » Why donors are important to the institutional future
 - » How all gifts make a difference
 - » Communicating the importance of an endowment
- ➔ **Objectives-Based Communications**
 - The six objectives for *Campaign ASU 2020*
 - The three objectives for *Wake Will: The Campaign for Wake Forest*
- ➔ **Demonstrating the Importance of Private Support**
 - Highlighting the most dynamic and urgent priorities
 - » Identifying focal points
 - » Leveraging social media
- ➔ **Demonstrating Campaign Impact**
 - Creating a powerful narrative with pivotal moments
- ➔ **Improving Cross Campus Alliances**
- ➔ **Working with Consultants**

INSTRUCTOR

Debbie Williams, Vice President of Marketing and Communications, Arizona State University

As vice president of communications, Debbie Williams leads a team whose work provides fundraisers and the foundation with communication strategy; editorial and creative services; digital engagement; and video production as tools to meet fundraising goals. Williams was previously an integral part of Penn State's communications efforts, where she served as editor of *The Penn Stater* magazine—a full-color, bi-monthly publication distributed to the largest alumni association in the United States. She was later tapped to direct campaign communications for the university's Grand Destiny Campaign, a billion-dollar fundraising effort that surpassed its original \$1 billion goal by more than \$400 million.



 PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

PRICING & REGISTRATION (CIRCLE ONE)

BEST VALUE	LIVE WEBCAST	WEBCAST RECORDING	WITH AI PRO MEMBERSHIP
Live Webcast + Digital Recording	Live Webcast (Additional connection \$195 each)	CD Recording (\$35 shipping fee outside of U.S. and Canada) or Digital Recording	Get this Webcast FREE with your AI Pro membership Learn More
\$525	\$350	\$350	FREE

EARLY BIRD PRICING

Postmarked on or before January 12, 2017. After January 12, 2017, an additional \$75.00 fee for the first connection and \$50.00 fee for each additional connection applies.

[REGISTER ONLINE](#) or below.

PAYMENT METHOD:

We accept Visa, MasterCard, and American Express credit cards. To pay by check, include the check with this form or select the "invoice me" option. Fax form to 303.221.2259 or mail form along with payment to: Academic Impressions, 4601 DTC Blvd., Ste. 800, Denver, CO 80237.

Print Name _____ Job Title _____

Institution/Organization _____

Address _____ Fax _____

City _____ State/Province _____ Zip/Postal Code _____ Country _____

Telephone _____ Email _____

CREDIT CARD AMOUNT TO CHARGE: _____   

Name on Card _____ Account Number _____

Billing Address _____ Billing City _____ Billing State _____

Billing Zip Code/Postal Code _____ Exp. Date _____ Security Code (last 3 digits on the back of Visa and MC or 4 digits on front of AmEx) _____

CHECK/INVOICE

My check is included and covers _____ registration(s) Check # _____