

BRANDING YOUR CAPITAL CAMPAIGN

May 22, 2012 :: 1:00-2:45 p.m. EDT

“For a very economical price and from the comfort of my own office, I received 90 focused minutes from the CEO of a top marketing firm. It was a true bargain and substantively moved me forward in my thinking about our campaign.”

- Robert Pallone, Vice President for Advancement, Franklin College (Switzerland)

“I found this webcast to offer a solid base of information to plan and organize a capital campaign, especially as it relates to institutional branding and community engagement.”

- Bill Durnford, Associate Director, Advancement and Alumni Relations, Sault College



ACADEMIC · IMPRESSIONS

WEB CONFERENCE

OVERVIEW

A campaign provides the unique opportunity to position your institution in the minds of your alumni, donors, and prospects. Creating a compelling campaign brand for that opportunity takes detailed planning and timing. It also requires delicately balancing the campaign goals with the institution's existing brand and strategic plan.

Join us for a strategy session on how to develop a campaign identity that effectively captures your institution's character and links it to your campaign's goals. Along with analyzing successful campaign brand case studies, you will learn specific pointers for:

- Recognizing the differences between an institutional brand and a campaign brand
- Determining how the two brands can work in concert
- Planning and deploying a campaign brand initiative

LEARNING OUTCOME

After participating in this webcast, you will be able to start developing a campaign identity that captures your institution's character and links to your campaign's goals.

WHO SHOULD ATTEND

Campaign directors, advancement executives, development and marketing managers, and design professionals charged with launching a campaign will learn practical branding insight to improve their efforts.

AGENDA

- Setting the scene: The economic recovery and its impact on campaign branding
- The interplay between your institutional and campaign brand
 - Driving factors
 - Key audiences
 - Which comes first?
 - Do people give to an institution or to a campaign?
 - How can a campaign brand resonate with and challenge the institutional brand?
- Planning and deploying a brand for your campaign
 - Answering the three fundamental questions:
 - Why this institution?
 - Why these projects?
 - Why now?
 - Steps to creating your campaign brand
 - Analyzing your institution's position relative to donor audiences
 - Framing the campaign
 - Beginning the creative development process
 - Finding the right creative mix and media balance
 - Conducting an alternative internal gap analysis process
- Effectively branded campaign case studies

Creating a compelling capital campaign brand takes detailed planning and skilled timing.



INSTRUCTOR



Rob Moore, President and CEO, Lipman Hearne

Rob has more than 20 years of experience providing marketing communications counsel and creative services for the nonprofit and higher education sectors. He is known nationally for his role in advancing the understanding and validity of effective marketing and branding practices in higher education. Rob is a frequent presenter at national conferences, a leading contributor to industry periodicals including *CASE Currents* and *AGB Trusteeship*, and manager of the nation's only survey of marketing practices in higher education.



Sara Stern, Executive Vice President, Creative Services, Lipman Hearne

Sara brings more than 20 years of expertise in managing the complex demands of large-scale integrated marketing and branding programs. She arrived at LH from Rush University Medical Center, where she was associate vice president for marketing communications, responsible for consumer marketing including branding, advertising, public relations, employee communications, and web strategies. Prior to Rush, Sara led co-marketing efforts with the pharmaceutical industry, created public education campaigns, and developed a transactional website as vice president for communications at the national Alzheimer's Association. She has lectured on integrated marketing communication for The Forum for Healthcare Strategists, the Council for Advancement and Support of Education, and the Association of Fundraising Professionals.

LOGGING IN TO THE WEBCAST

After registration, each registrant will receive a confirmation of payment or an invoice, depending on method of payment. Each registrant will also receive an email with appropriate login information and more information regarding the event a few days prior to the start of the event. The day of the conference, you will receive another email with the same information. To participate, you will need a computer with a high-speed Internet connection. You will have the option to receive audio via your computer speakers or telephone.

WHAT IS A SINGLE SITE CONNECTION?

A site connection allows a single connection to the Web conferencing software and teleconference. We encourage you to set the event up in a conference room or classroom from a single computer in order to allow multiple stakeholders from your campus to participate. Remember, as long as only a single computer connects, you can bring as many people as you want to the event. Because there are no travel expenses and only a single registration fee is required, each additional participant lowers the cost per person significantly. Purchasing a site connection and inviting everyone involved in a particular topic is a great way to provide cost-effective professional development. Please note that you will have the option to receive audio via your computer speakers or telephone.

If for any reason a relevant stakeholder cannot co-locate for the session, we encourage you to include that person by purchasing an additional connection at the reduced fee of \$195 per session. This will ensure that every member of a team receives the same relevant, timely information in the most efficient way. If an interested party cannot participate at the designated time, or if someone would like to view the presentation again, an archived copy of the event will be available for 60 days. If you have any technical or purchasing questions, please contact us at 720.488.6800.

CFRE Continuing Education Credits

Full participation in Branding Your Capital Campaign is applicable for 1.75 points in Category I.B – Education of the CFRE International application for initial certification and/or recertification.



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REGISTRATION FORM

Make the most of the presentation: invite your whole team to participate from a single location at no additional cost. Questions about the event? Call us at 720.488.6800 to help determine if this event is right for you.

Register online at www.academicimpressions.com

REGISTRATION FEES

Postmarked on or before May 15, 2012

- Single site connection: Branding Your Capital Campaign _____ \$350.00 USD
 Additional site connection _____ \$195.00 USD

(After May 15, 2012, an additional \$75.00 fee for the first connection and \$50.00 fee for each additional connection applies)

- Registrants receive a 50% discount on a CD-ROM recording of this session. Please send me the CD-ROM _____ \$175.00 USD
 Can't attend the live session? Please send me a CD-ROM recording of this webcast _____ \$350.00 USD

(For CD-ROM orders outside the United States and Canada, a \$35 international shipping fee will be added.)

Total amount enclosed or to be charged \$ _____

How did you hear about this event? (email from AI, colleague forwarded email, *The Chronicle*, etc.): _____

WEB CONFERENCE REGISTRATION INFORMATION (PLEASE PRINT CLEARLY)

Name _____ Job Title _____

Institution/Organization _____ Address _____

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

Telephone _____ Fax _____ Email _____

(Additional contact information for registration confirmations and pre-conference communication.)

Additional Contact Name _____ Additional Contact Phone _____

Additional Contact Title _____ Additional Contact Email _____

FREE HIGHER ED NEWS AND ANALYSIS

Academic Impressions is happy to offer *Higher Ed Impact*, a free industry scan of news, trends, and fresh research on higher education, delivered in an easy-to-scan email.

- Sign me up for **HEI: Daily Pulse** – impactful news, trends, and practices, sent daily
 Sign me up for **HEI: Weekly Scan** – the week's most critical news, with analysis of top stories and trends, sent on Fridays
 Sign me up for **HEI: Monthly Diagnostic** – practical takeaways addressing a strategic challenge facing institutions of higher ed, sent 9-12 times/year

PAYMENT METHOD

We accept Visa, MC, and AmEx 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.

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REFUND/CANCELLATION POLICY

Refunds will be issued only if cancellations are received in writing by March 16, 2012. A \$75 processing fee will be assessed. After March 16, 2012 a credit (less \$75 processing fee) will be issued. The credit will be valid for 12 months and can be used toward any future conferences, Web conferences, audio proceedings, or Web conference archives. In case this event is cancelled, Academic Impressions' liability is limited to a refund of this registration fee only.

