

#Altraining

**CAMPAIGN  
COMMUNICATIONS:  
CLEARLY  
COMMUNICATING  
OBJECTIVES &  
IMPACT**



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**ai ACADEMIC  
IMPRESSIONS**

**DEBBIE'S  
PERSPECTIVE**

**PENN STATE**

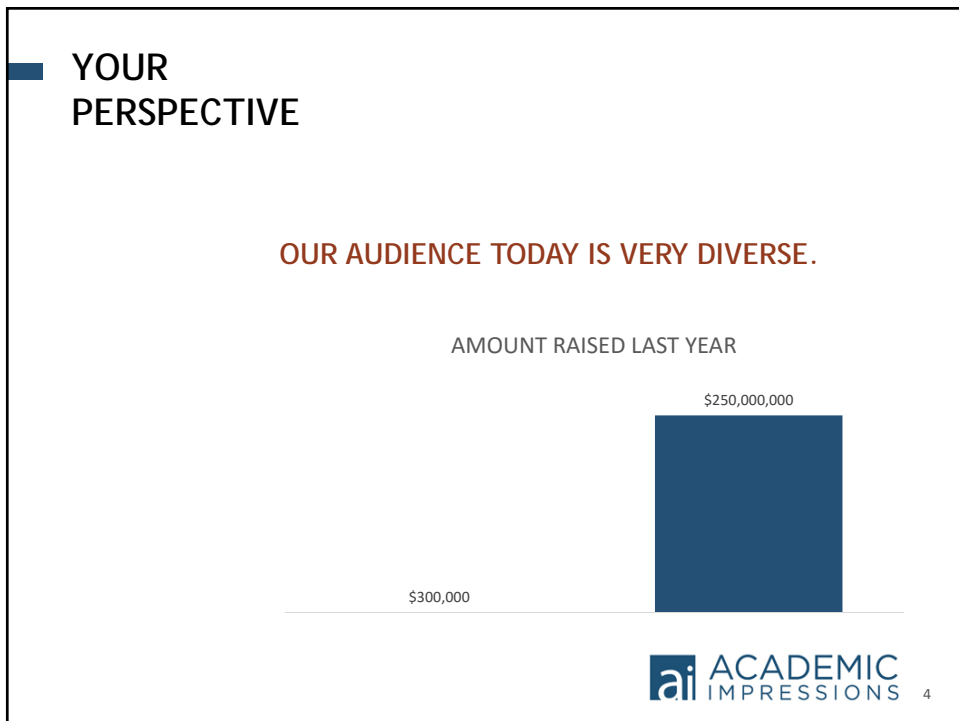
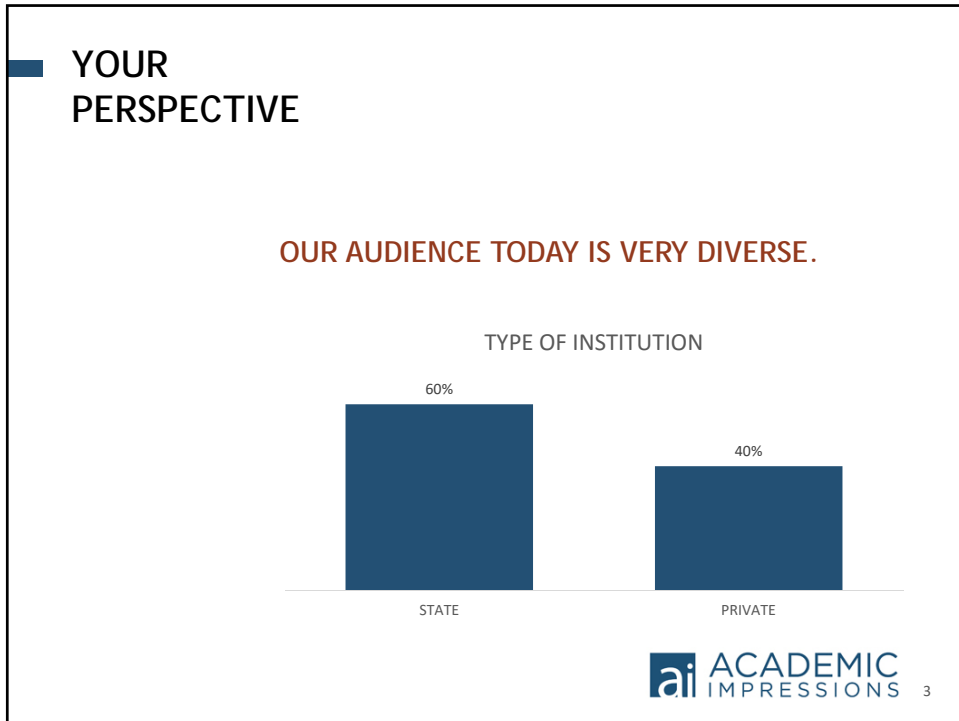


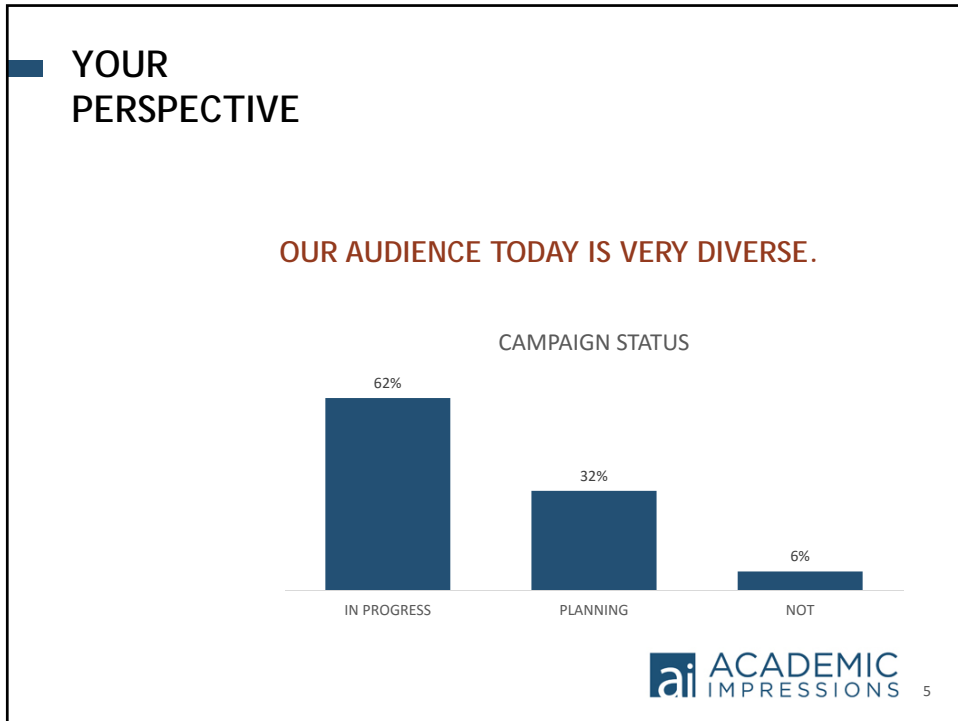
**THE  
PENN STATE  
CAMPAIGN**

**ARIZONA STATE**



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IMPRESSIONS** 2





## LEARNING OUTCOME


### After participating...

...you will be able to better highlight campaign objectives and demonstrate the impact of private support in the context of a comprehensive campaign.

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**AGENDA**

- Campaigns: Enhanced Donor Communications
- Objectives-Based Communications
- Demonstrating Campaign Impact and the Importance of Private Support
- Improving Cross Campus Alliances
- Working with Consultants

 **ACADEMIC**  
IMPRESSIONS 7

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**CAMPAIGNS: ENHANCED DONOR  
COMMUNICATIONS**

 **ACADEMIC**  
IMPRESSIONS 8

■ WOOT! WOOT!  
A CAMPAIGN!



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IMPRESSIONS 9

A black and white cartoon illustration of a man in a suit running to the right while shouting into a large megaphone. The megaphone has several lines radiating from its opening, indicating sound or air being blown out. The man has a determined expression.

■ WOOT! WOOT!  
A CAMPAIGN!



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IMPRESSIONS 10


A black and white cartoon illustration of a woman with a shocked or excited expression, shouting with her hands pressed against her mouth. Her eyes are wide open, and there are small lines around her head suggesting intensity or surprise.

**DONORS ARE IMPORTANT TO THE INSTITUTION'S FUTURE**

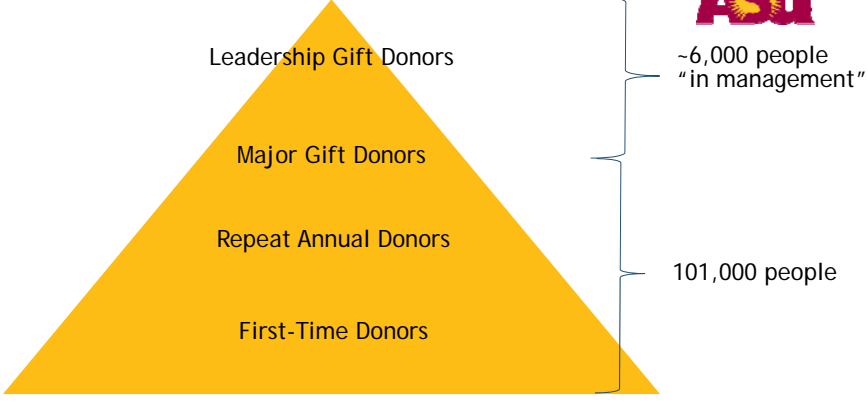
**PRIVATE SUPPORT IS PARAMOUNT TO MOST SCHOOLS' ABILITY TO EXCEL**

And that's important because higher education changes the world.

Campaign communications should strive to educate our audiences about this imperative.



**DONORS ARE IMPORTANT TO THE INSTITUTION'S FUTURE**



Leadership Gift Donors


Major Gift Donors

Repeat Annual Donors

First-Time Donors

**ASU**  
~6,000 people  
"in management"

101,000 people



**DONORS ARE  
IMPORTANT TO THE  
INSTITUTION'S FUTURE**



Leadership Gift  
Donors

Major Gift  
Donors

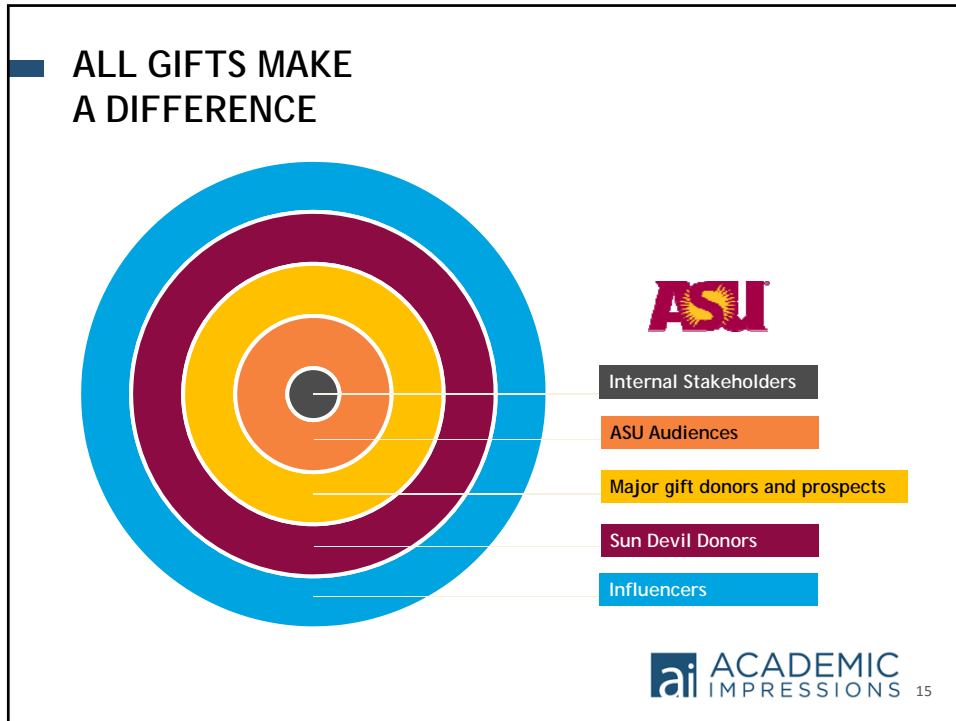
Repeat Annual  
Donors

First-Time  
Donors



**ALL GIFTS MAKE A  
DIFFERENCE**







**ALL GIFTS MAKE A DIFFERENCE**

DEMONSTRATING THE IMPACT OF SMALL GIFTS

<b>\$60</b>	<b>\$120</b>	<b>\$300</b>	<b>\$1,000</b>
Gives a student six hours of free tutoring	Sends a student to a travel competition	Pays for one semester of a student's textbooks	Supports one student in our Early Start program

[Give now](#)

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**OBJECTIVES-BASED COMMUNICATIONS**

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**PURPOSE OF  
CAMPAIGN  
OBJECTIVES**



The logo for the ASU 2020 Campaign is a square with a maroon border. Inside, the word "CAMPAIGN" is at the top in yellow. Below it, "ASU" is written in large white letters with a sunburst effect behind the 'S'. At the bottom, "2020" is written in yellow.

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IMPRESSIONS 19

**PURPOSE OF  
CAMPAIGN  
OBJECTIVES**



A collage of various university campaign logos. At the top center is the "moveMountains" logo with a green mountain icon and the text "The Campaign for The University of Vermont". To the left is the "EVER 150 YEARS TRUE" logo for Purdue University, featuring a clock tower icon. Below that is the "INVEST. IGNITE. INSPIRE." logo for Valosta State University. At the bottom left is the "WHAT IT TAKES" logo for Montana State University. In the center is the "OUR RUTGERS OUR FUTURE" logo for Rutgers University. To the right is the "WHITWORTH" logo for Whitworth University, featuring a torch icon. Below that is the "Forever CARROLL" logo for Carroll University. At the bottom center is the "ENGAGE" logo for Cleveland State University.

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IMPRESSIONS 20

**PURPOSE OF  
CAMPAIGN  
OBJECTIVES**



TOGETHER, OUR POTENTIAL IS LIMITLESS

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**PURPOSE OF  
CAMPAIGN  
OBJECTIVES**


- Organize
- Unify
- Demystify
- Humanize
- Simplify

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## HOLY CROSS'S CAMPAIGN OBJECTIVES




- Inspiring Creative Teaching and Learning
- Living Our Faith
- Advancing Success, Leadership and Citizenship
- Empowering Athletics, Health and Wellness
- Enabling Access, Diversity and Affordability
- Sustaining Our Future, Our Mission, Our Vision

## RESOURCE

# HOLY CROSS PRIORITIES

WEB SITE



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■ ASU'S  
CAMPAIGN  
OBJECTIVES

**CAMPAIGN ASU 2020**

- Ensure Student Access and Excellence
- Champion Student Success
- Elevate the Academic Enterprise
- Fuel Discovery, Research, and Creativity
- Enrich Our Communities
- Drive Sun Devil Athletics



■ ASU'S  
CAMPAIGN  
OBJECTIVES

**ASU Charter**

ASU is a comprehensive **public research university**, measured not by whom it excludes, but by **whom it includes** and how they **succeed**; advancing **research and discovery** of public value; and assuming **fundamental responsibility** for the economic, social, cultural and overall health of the **communities** it serves.

- Ensure Student Access and Excellence
- Champion Student Success
- Elevate the Academic Enterprise
- Fuel Discovery, Research, and Creativity
- Enrich Our Communities
- Drive Sun Devil Athletics



 **RESOURCE**

# ASU'S CAMPAIGN OBJECTIVES

## CAMPAIGN OBJECTIVE POSTERS

**CHAMPION**  
STUDENT  
SUCCESS

ASU 2020


**FUEL**  
DISCOVERY,  
CREATIVITY &  
INNOVATION

ASU 2020

**DRIVE**  
SUN DEVIL  
COMPETITIVENESS


ASU 2020


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 **RESOURCE**

# ASU'S CAMPAIGN OBJECTIVES

## CAMPAIGN OBJECTIVES DESK POSTER





## ASU'S CAMPAIGN OBJECTIVES

### CAMPAIGN OBJECTIVES ON WEB SITE

ASU Home • My ASU • Colleges & Schools • Map & Locations • Directory • Sign In

Campaign ASU 2020

Home / About the Campaign

#### Why Campaign ASU 2020 Matters

To accelerate ASU's mission and raise support for our educational priorities, Arizona State University has embarked on a comprehensive, university-wide philanthropic effort: Campaign ASU 2020.

In the past decade, ASU remanned what higher education could be and redesigned the public research university to fulfill that vision. As a result, we have left an indelible mark on our communities and on how people think about higher education. More people from our diverse population have access to an education that prepares them to thrive in the workplace. More communities are sharing the economic and societal benefits of purpose-based research.

Philanthropy ensures that ASU continues to produce highly trained graduates for an increasingly

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## ASU'S CAMPAIGN OBJECTIVES

### CAMPAIGN OBJECTIVES UNDERPIN ANNUAL DAY OF GIVING

Sun Devil GIVING DAY

2,548 DONORS \$4,038,081 DOLLARS

Donate

Make your pledge to be a part of Sun Devil Giving Day! You can still make a gift to ASU.

Challenges Resources FAQ #SunDevilGiving

It's a Proud Day to Be a Sun Devil

Thank you, Sun Devil Nation, for showing

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## DEMONSTRATING CAMPAIGN IMPACT AND THE IMPORTANCE OF PRIVATE SUPPORT



### ■ IMPACT OF PRIVATE SUPPORT

People give to people.






**■ IMPACT OF PRIVATE SUPPORT**

**Objectives:**

- Illustrate your institution's values
- Reflect what your institution believes it can contribute to the world
- Give communicators a subject around which to tell stories.



**■ IMPACT OF PRIVATE SUPPORT**

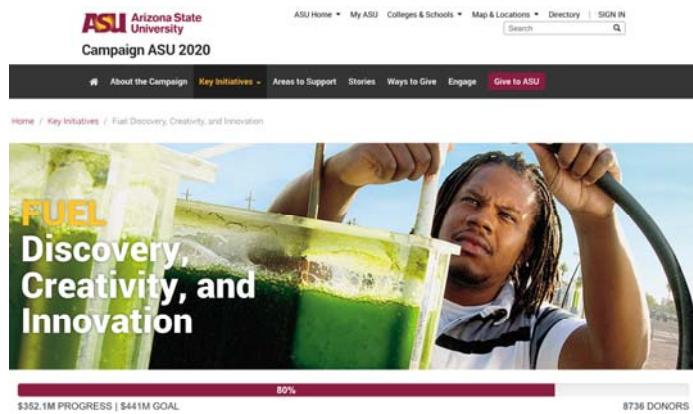
**CAMPAIGN ASU 2020**

- Ensure Student Access and Excellence
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- Enrich Our Communities
- Drive Sun Devil Athletics



## ASU'S CAMPAIGN OBJECTIVES

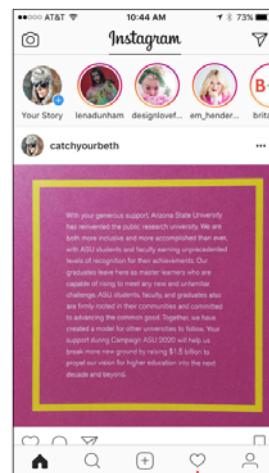
### CAMPAIGN OBJECTIVES VIDEOS



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## ASU'S CAMPAIGN OBJECTIVES

### CAMPAIGN OBJECTIVES SOCIAL MEDIA



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## ASU'S CAMPAIGN OBJECTIVES

### CAMPAIGN OBJECTIVES POLE BANNERS



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## RESOURCE

# ASU'S CAMPAIGN OBJECTIVES

## CAMPAIGN OBJECTIVE CASE STATEMENTS



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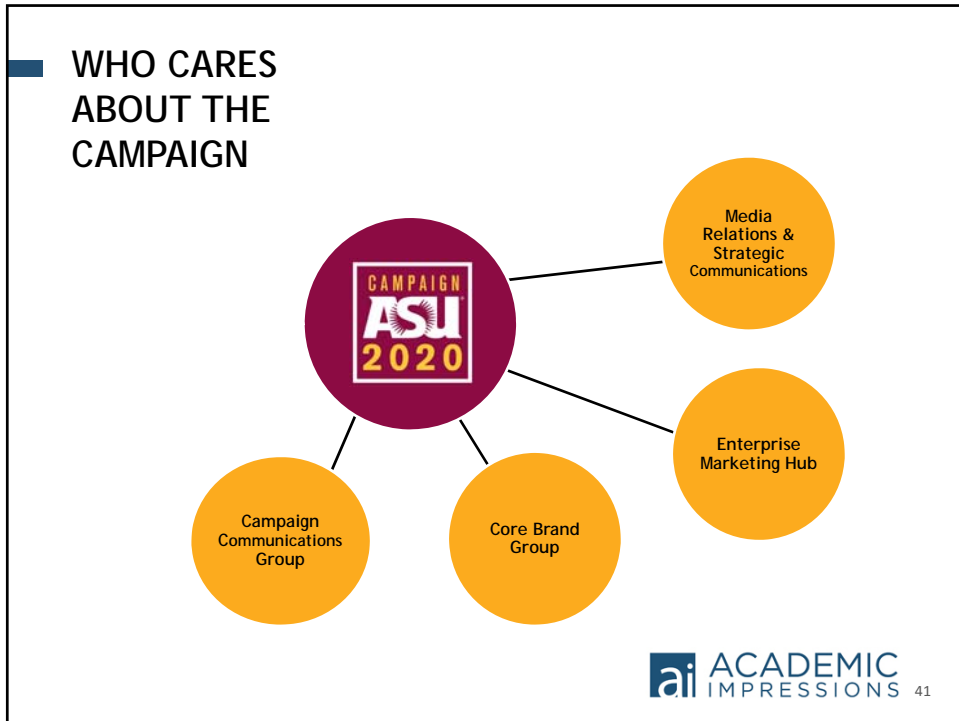
## IMPROVING CROSS CAMPUS ALLIANCES



### WHO CARES ABOUT THE CAMPAIGN

- Marketing department
- Academic units
- Media relations





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## WORKING WITH CONSULTANTS

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## TAKEAWAYS

- A campaign gives us a platform to educate people about the value of private support to education.
- Campaign objectives serve us to tell stories about the impact of private support
- Build allies across the university
- People give to people ... tell stories about people that illustrate your objectives
- Collect exemplars of your campaign objectives




## TAKEAWAYS

- Evaluate your audiences and create a communications plan around them
- Don't worry about creating a communications plan that reaches to the close of the campaign
- Feel free to use the messaging of the campaign objectives in the quiet phase
- Think IMPACT, even in gift announcements



## QUESTION






## EVALUATION

**Thank you!**

Please remember to complete the event evaluation. Your comments will help us continually improve the quality of our programs.

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