

**THE LIFECYCLE OF
CAMPAIGN EVENTS:
from strategic planning
to execution**

MEET THE PRESENTERS



Santa Clara
University

MEGHAN
SHOVEN



College of the
Holy Cross

TRISH
GIBBONS HAYLON



Saint Peter's
University

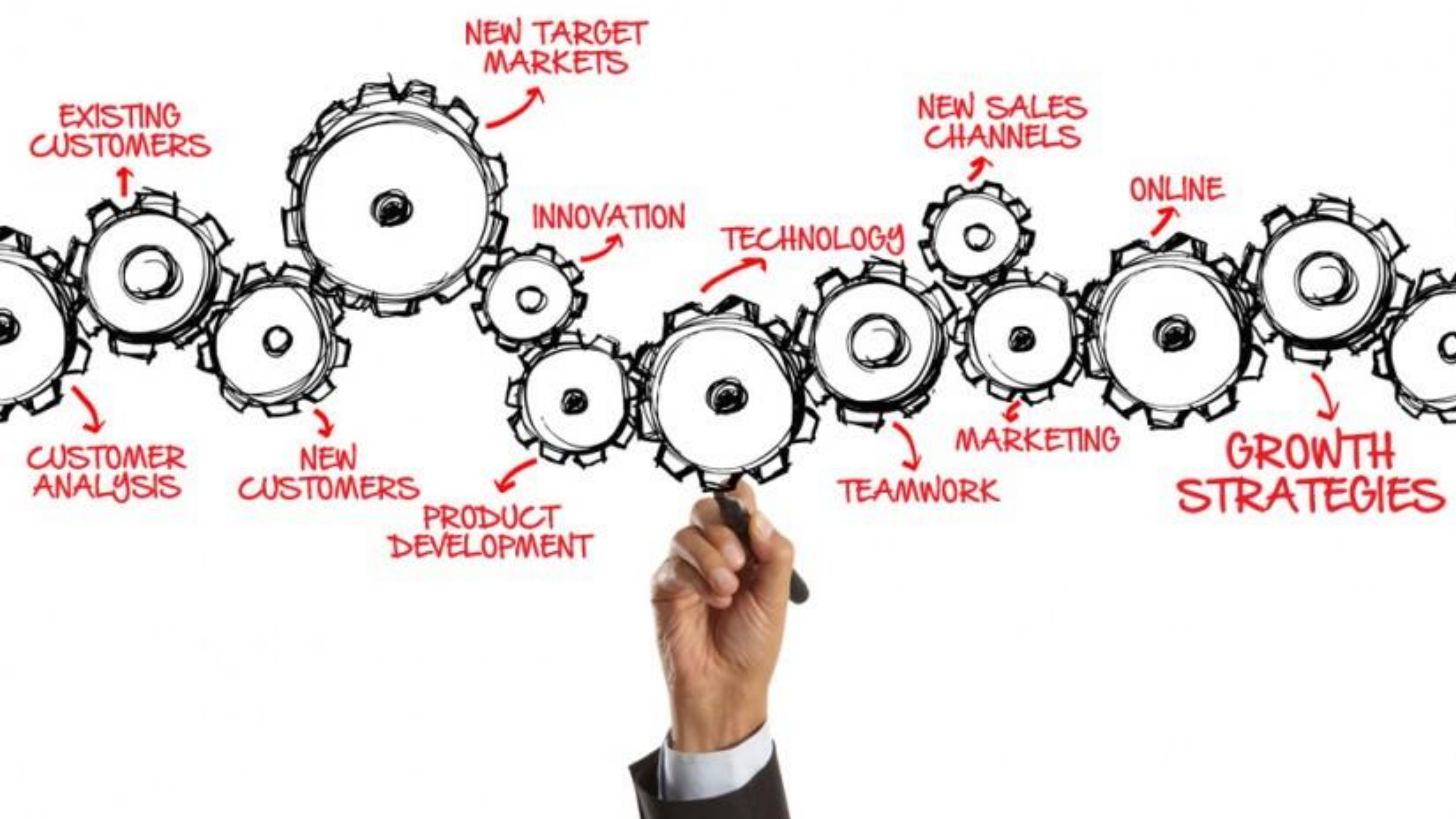
CLAUDIA
POPE-BAYNE

A close-up photograph of a woman with glasses, wearing a dark purple top. She has her hand over her mouth in a 'shh' gesture, indicating silence or confidentiality. The background is slightly blurred.

Let's Explore

QUIET PHASE EVENT ENGAGEMENT

MEGHAN SHOVEN
ASSOCIATE DIRECTOR, CAMPAIGN ENGAGEMENT
SANTA CLARA UNIVERSITY



WHY HOLD QUIET-PHASE EVENTS?



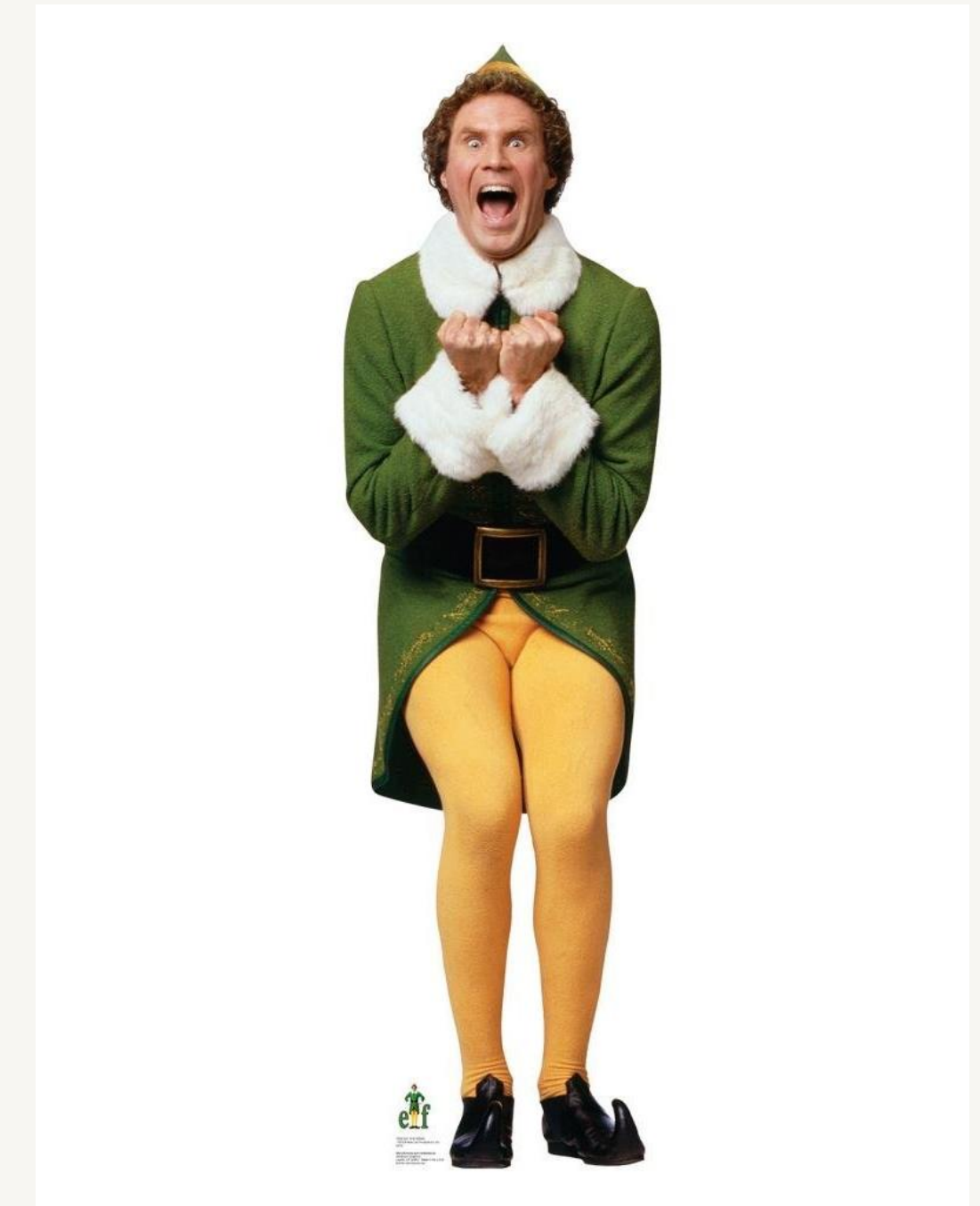
TEST CAMPAIGN MARKETING MESSAGES



GAUGE MARKET ENGAGEMENT



"FRIENDRAISING"



EXCITE YOUR AUDIENCES
(BOTH INTERNAL AND EXTERNAL)

WHO TO INVITE



ALUMNI



FACULTY & CAMPUS PARTNERS



PARENTS



LEADERSHIP VOLUNTEERS & DONORS



ENROLLMENT CONTACTS



STUDENTS



SCU MOMENTUM ROADSHOWS

4 CITIES

- Pasadena
- San Francisco
- Menlo Park
- Seattle

OVER 500 GUESTS

FEATURED PRESIDENT, NEW ATHLETIC DIRECTOR,
CAMPAIGN VIDEO

ADDITIONAL ENGAGEMENT OPPORTUNITIES FOR
YOUNG ALUMNI & HIGH LEVEL PROSPECTS/DONORS

CRAFTING YOUR MESSAGE

KEEP AUDIENCE INTEREST AND ENGAGEMENT AT THE
FOREFRONT IN THE PLANNING PROCESS

WORK WITH CAMPUS PARTNERS TO REACH CONSENSUS
OVER WHICH MESSAGES WILL HAVE BROAD APPEAL

FEATURE STORIES AND IDEAS, NOT TALKING HEADS

BUILD THE MOMENTUM FOR YOUR CAMPAIGN PRIORITIES
AND MESSAGING



BEYOND INNOVATION

A bold vision for Jesuit values in Silicon Valley

Seattle

August 21, 2016

RSVP

Portland

August 23, 2016

RSVP

New York City

September 28, 2016

RSVP

BEYOND INNOVATION ROADSHOW

13 CITIES

Seattle	Hong Kong
Portland	Bangalore
New York City	San Diego
Boston	Orange County
Chicago	Las Vegas
Los Angeles	Washington, DC
Manila	

FEATURING SCU FACULTY AND
ALUMNI THOUGHT LEADERS &
NETWORKING OPPORTUNITY

ROLL OUT CAMPAIGN MESSAGING
& COLLATERAL



COLLEGE OF THE
Holy Cross

Campaign Kickoff Event



**BECOME
MORE**

CAMPAIGN FOR
THE FUTURE
OF HOLY CROSS

April 29 – May 1, 2016

Trish Gibbons Haylon '83 P17

Dir. of Stewardship Programs & Special Events



Project Goals & Current Deliverables

Capture the excitement and essence of the Campaign Kickoff Weekend.

Energize donor enthusiasm through dynamic event-focused messaging which encouraged prospects to attend and, most importantly, to give.



Event Value Proposition

What will motivate major donors, parents, friends, to attend this event?

An exclusive, insider's view of the Campaign initiatives

A chance to rub elbows with College leadership & VIPs

An opportunity to see, hear, and experience first-hand the impact of their gifts on students, alumni, teaching, learning, and life at Holy Cross through once-in-a-lifetime



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Three Key Goals for This Event:

Be more than a party. Keep the focus on the Campaign and bring the Campaign initiatives to life. Respect tradition and look forward

Create excitement, a feeling of insider status that breeds a sense of ownership—inspire participation.

An opportunity to see, hear, and experience first-hand the impact of their gifts on students, alumni, teaching, learning, and life at Holy Cross



Aligning the Event with the Campaign

The Campaign initiatives addressed directly in event programming/messaging were...

Visual and Performing Arts

Athletics

Inspiring Creative Teaching and Learning

Living Our Faith

Engaging A



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Consolidated Event Theme

A Gathering of Transformative Moments

This theme focuses on illuminating the Campaign's impact on the College and its students through unique moments (dynamic and contemplative) that inspire donors' personal engagement with the Campaign's "Become More" challenge and specific campaign objectives.



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“Elevator Speech”

Join us for an illuminating weekend of one-of-a-kind Holy Cross moments.

Become more informed of the plans shaping our future.

Become more connected with College leadership, students, faculty, alumni, and the community of generous donors like yourself, who are bringing this vision to life. See how the Campaign for the Future of Holy Cross is helping us Become More of what has made us great for nearly 175 years.



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Friday, April 29, 2016

Student Academic Conference

Expanded Trustee Reception and Dinner

Bold Creativity: Gravity and Grace

Let's be bold by night



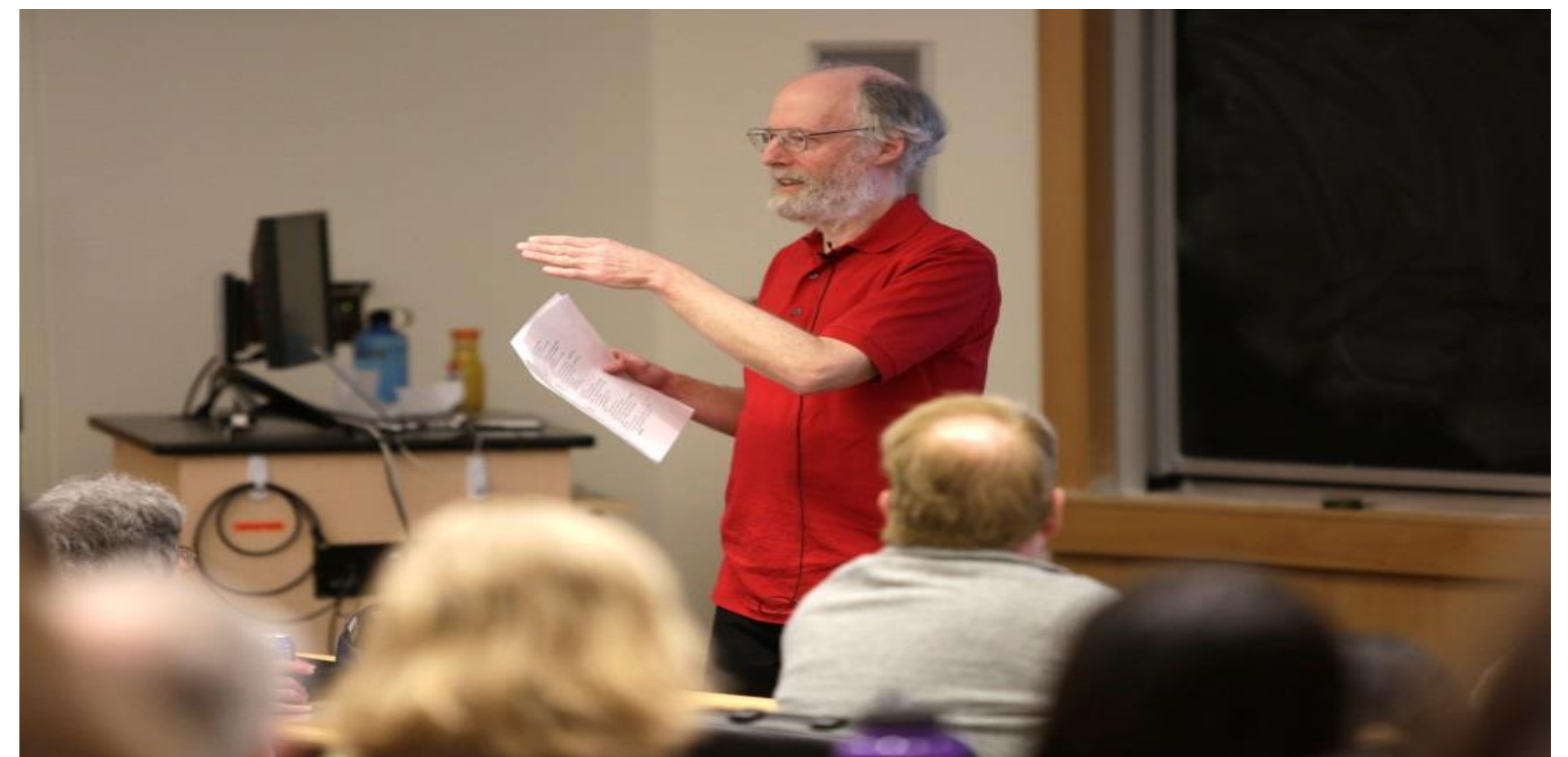


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Inspiring Creative Teaching and Learning

Academic Classes:

Sessions offering insight into what is happening in and beyond the classroom today presented by Holy





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Big Dreams and Bold Plans

Groundbreaking of new Athletic facility

Beam Signing and display of Crusader pride by and recognition of the key donors

https://www.youtube.com/edit?o=U&video_id=b0oDmYobvfl





Various Lunch Options on Campus

- Enabling Access and Affordability Luncheon
- Musical performance w/ Visiting Artists & students
- Senior Exhibition in Cantor Art Gallery
- Presentation on The Philosophy of Food





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CEO Symposium

The Value and Relevancy of a Jesuit Education in the 21st Century

An intellectual summit/symposium with Holy Cross CEOs





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Campaign Gala and Dinner – **Don Your Purple!**

Share excitement about the College's momentum and toast to the future. Experience the arts alive at Holy Cross through original performances by students, faculty and visiting artists.





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<https://youtu.be/nRakPjTDyhA>





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About the Ceremonial Purple Kimball Goblet

Please accept this complimentary Holy Cross goblet as a memento of this special evening...The goblet is an original, antique piece of Kimball glassware. For many years, it was a featured part of the table setting for occasions of significance.

We ask that you accept this piece of our shared history as a token of our thanks for your support and loyalty, and hope that you will treasure it as an heirloom of the Holy Cross family.

Mass



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With Big Dreams and Bold Plans, We Become More

“....the weekend’s events from the artistry of the jam session, to the revelry of the gala dinner, to the majesty of the Mass — set the tone perfectly for the Become More campaign and its ambitious goals. I think this weekend was spectacular. It was inspiring, it was awe-inducing, it was just amazing.”



Campaign Close Event “Wrap it Up!”

*Students at the Center: The Campaign for
Saint Peter's University
December 5, 2014*

Claudia Pope-Bayne, M.A.
Saint Peter's University
Associate Director of Alumni Engagement

Three Key Goals for the event

- Celebrate the completion of Saint Peter's most ambitious capital campaign to date – \$62 million
- Allow the students of Saint Peter's to express their gratitude to the donors and members of the University community.
- Present an innovative and unique event that strengthened the University's brand and set the stage for

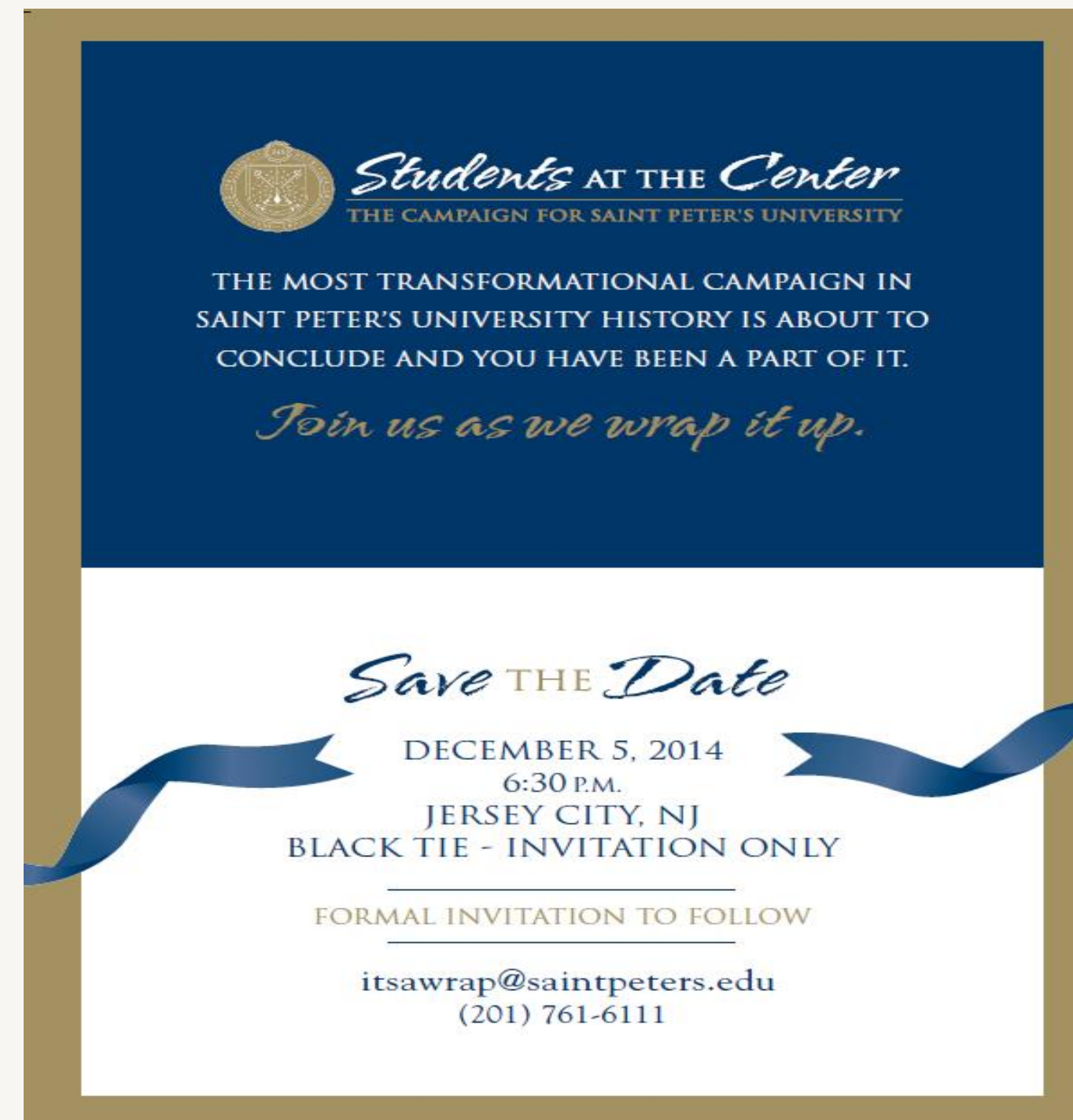
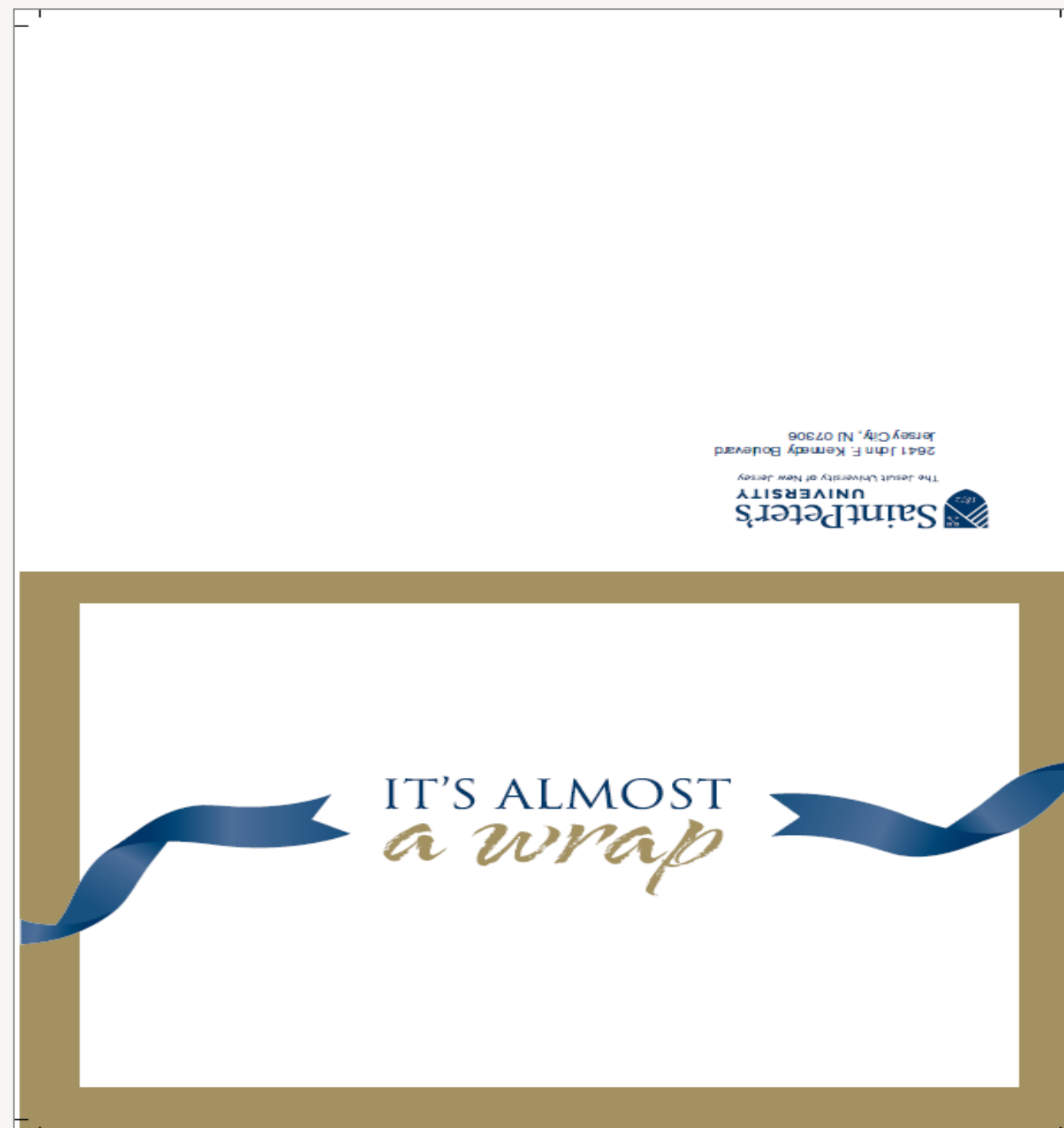
Getting there...

- Identified a core creative team consisting of:
 - Vice President for Advancement and External Affairs
 - Associate Vice President for Advancement
 - Director of University Communications
 - Executive Director of Alumni Engagement
 - Assistant Director of Alumni Engagement
- Six months after actual completion of campaign – unknown to donors
- Hired a consulting communications firm to help develop the event's theatrical program and event collateral
- Sought sponsorship to offset cost – net proceeds benefitted the General Scholarship Fund

Concept

- “It’s a Wrap/Wrap it Up!” – subtle nod to the Christmas season
- Theatrical program
 - Best and brightest students representing campaign priorities
- Student focused
 - SGA President as emcee
 - Use of student chorale group for flash mob song

"It's a Wrap" Collateral






"It's a Wrap" Collateral

Wrap it up!

THE PHOTO AREA WILL CLOSE BRIEFLY AT 7:25 P.M.

IN ORDER TO ALLOW THE STUDENTS OF SAINT PETER'S UNIVERSITY TO EXPRESS THEIR THANKS TO OUR GENEROUS DONORS.



Students at the Center
THE CAMPAIGN FOR SAINT PETER'S UNIVERSITY

Wrap it up!

BARS AND SERVING STATIONS WILL CLOSE BRIEFLY AT 7:25 P.M.

IN ORDER TO ALLOW THE STUDENTS OF SAINT PETER'S UNIVERSITY TO EXPRESS THEIR THANKS TO OUR GENEROUS DONORS.



Students at the Center
THE CAMPAIGN FOR SAINT PETER'S UNIVERSITY

WELCOME ALUMNI & FRIENDS

Wrap it up!

THE DUNCAN FAMILY SKY ROOM
6TH FLOOR




Students at the Center
THE CAMPAIGN FOR SAINT PETER'S UNIVERSITY

Wrap it up!

AS STUDENTS OF SAINT PETER'S UNIVERSITY, WE WISH TO EXPRESS OUR GRATITUDE FOR YOUR GENEROSITY.

PLEASE JOIN US AT 7:30 P.M.
AT THE FRONT OF THE SKY ROOM FOR A SPECIAL STUDENT PRESENTATION OF THANKS. THEN STICK AROUND FOR THE PARTY!



Students at the Center
THE CAMPAIGN FOR SAINT PETER'S UNIVERSITY

Wrap it up!

GUEST CHECK-IN



Students at the Center
THE CAMPAIGN FOR SAINT PETER'S UNIVERSITY



Students at the Center
THE CAMPAIGN FOR SAINT PETER'S UNIVERSITY

Help us wrap it up!

A gift to the General Scholarship Fund is welcome.

Every dollar counts.

"WHOOPIE, WE'VE *Wrapped it up!*"
THANK YOU FOR ALL YOU'VE DONE!"



Students at the Center
THE CAMPAIGN FOR SAINT PETER'S UNIVERSITY

Commemorating the Event



“It’s a Wrap” Room Décor



Chorale singing "Kind and Generous" by Natalie Merchant



Bringing the Six Priorities to Life



Wrapping it Up with a Big Bow



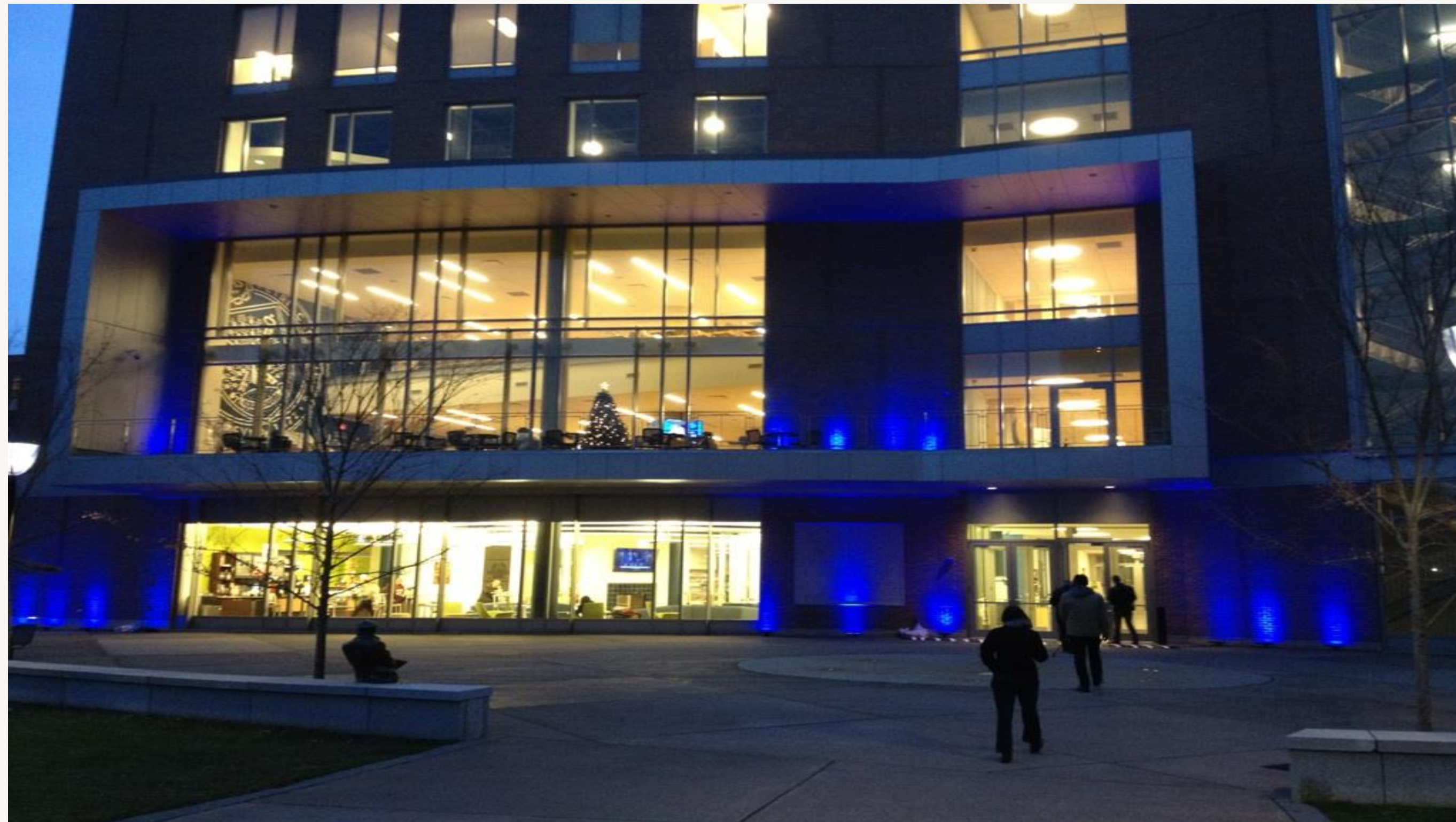
“Wrap it Up!”



Chorale singing "Happy" by Pharrell Williams



All Lit Up





Campaign Close Video

QUESTIONS

A row of four lightbulbs is shown against a dark, textured background. The lightbulbs are arranged from left to right. The first three are unlit, while the fourth on the right is glowing with a bright yellow light. The word "QUESTIONS" is written in large, white, sans-serif capital letters across the middle of the image, overlaid on a white rectangular frame that encloses the lightbulbs. Three small white arrows point to the right, positioned below the first three lightbulbs.

CONNECT WITH US!



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