



DEPARTMENTAL CAMPAIGN GUIDELINES & RESOURCES

Campaign Overview

On October 21st, 2016, the University of Washington entered the public phase of its comprehensive fundraising campaign, **Be Boundless — For Washington, For the World**. With a fundraising goal of \$5B, this is the most ambitious campaign in history for a public university. As the biggest college at the UW, the College of Arts & Sciences will play a major role in achieving this goal. Our campaign goal of \$500M will go to support students, faculty, programs, and infrastructure across our 39 departments.

How Do You Fit in a Campaign?

In fiscal year 2016, the UW raised \$542M. This is more than any public university has raised in a single year. Impressively, **80% of all the individual contributions that made up this total came from donors giving less than \$500**. Most of these contributions were made online, as either one-time or recurring gifts. These were not the result of frontline fundraising efforts. They are likely the result of effective communications coupled with departmental affinity.

Over the next several years, departments have the opportunity to leverage the campaign to increase support for their critical teaching, research, and programmatic efforts. As content developers and department representatives, you will play a vital role in this work. By taking steps to effectively convey a coherent departmental vision across your communications, you can help inspire engagement of all types — giving, event attendance, content sharing, etc.

What You Can Do

Effective campaign communications do not require the creation of numerous new content vehicles. You can maximize the effectiveness of your current digital platforms/communications efforts by taking the following steps.

UPDATE YOUR UNIT'S 'SUPPORT US' PAGE

- If you have yet to do so, develop a concise, forward-looking vision statement that articulates why the department exists and what it will accomplish in coming years. (If you need help with this, please contact A&S Marcomm. See the contact information on page 2.)
- Include this vision statement language at the top of the page. This is where you make the case for supporting your department.
- Include your department's fundraising priorities and why they are important somewhere on the page.
- Make sure the giving widget on your giving page matches the fundraising priorities you have identified.
- If you want to change fund descriptions to make them more inspiring and/or understandable, contact your division's marcomm specialist with the proposed changes.



INCORPORATE CAMPAIGN MESSAGING ACROSS DIGITAL PLATFORMS

In your next newsletter/communication to alumni:

- Announce the UW's campaign, and articulate your department's fundraising priorities. This could take the form of a few sentences in your Chair's letter or a small campaign spotlight section of your message.
- Highlight students, faculty members, or programs that illustrates the impact of philanthropy.
- Include a call to action with a link to your giving page. Or if you want to direct readers to give to a specific fund, include a link to that fund.

On your department's website:

- Repurpose philanthropy-related content in your news/features/slider area(s) when appropriate.
Examples of this type of content: a story you develop about a recipient of a scholarship, a piece of content that A&S or University Marcomm has developed, a notable gift announcement, etc.
- Develop and feature a message from your Chair in your news/features/slider area(s).

PROVIDE STORY IDEAS/CONTENT TO A&S MARCOMM

During campaign, A&S Marcomm welcomes stories and story ideas that highlight the impact of philanthropy within your department. This can take a number of forms:

- Names and contact information for scholarship recipients who would make interesting interview subjects
- Information about a new program that was started thanks to some private funding source
- Information about a recent notable gift to your department
- Research and teaching efforts made possible by private support (*or* efforts that would directly benefit from private support)

Campaign Resources

For examples of campaign messaging and stories, campaign/brand tools, and more in-depth information about the UW's campaign, refer to the following resources:

- A&S Campaign Web Presence: artsci.washington.edu/boundless
- UW Brand Portal: washington.edu/brand
- UW Campaign 101: washington.edu/brand/campaign-101
- UW Campaign Tagline Graphics: washington.edu/brand/campaign-101/campaign-tagline
- UW Campaign Web Presence Checklist: washington.edu/brand/web-2/web-checklist

FOR MORE INFORMATION, CONTACT:

Luke Hawkins

Campaign Communications Specialist
College of Arts & Sciences

ldhawk@uw.edu
206.685.4745

