Going Public!
Appalachian State University’s comprehensive campaign launch
Project Summary

On October 22, 2011, Appalachian State University publicly launched the Campaign for Appalachian, a $200 million, comprehensive fundraising campaign. This required the implementation of a 360-degree marketing communications plan, which was conceptualized, created and executed entirely in-house.
The Team

Johnny Burleson
Linda Coutant ’01
Glenn Dion ’11
Garrett Ford ’03
Hank Foreman ’95
Marie Freeman ’86
Megan Hayes ’97
Roslyn Howard ’83
Ann Kiefert
Sarah McBryde ’97 ’09
Pete Montaldi ’89
Ryan Morton ’92

Stephanie Naoum
Jane Nicholson ’95
Susan Pettyjohn
Patrick Setzer ’90 ’98
Megan Stage ’09
Kimberly Stark ’07
Troy Tuttle ’07
Heather Visingard
Alex Waterworth

And our interns: Tyler Branch, Janea Brown and Amanda Getty
Objectives

• Utilize multiple channels to reach friends, alumni, faculty, staff and students of Appalachian

• Develop and deliver targeted messages to these constituent groups that consistently reinforce the university brand while engaging them further and encouraging them to give to the campaign

• Develop flexible collateral materials and tools for the development staff that are efficient and effective in supporting specific fundraising requests and proposals

• Utilize existing staff and resources to create and execute a promotional plan
Method

• Assess all existing resources (staff, research, equipment, planned events) and develop a plan for utilizing and maximizing them

• Develop budget after existing resources have been assessed

• Create complete marketing communication plan

• Utilize research to develop campaign brand and graphic identity

• Engage donors who are active in “quiet phase” to test messages and materials

• Engage key development staff to create a flexible suite of printed materials they can use for mailings, personal visits and events
Method

- Engage key administrators, faculty, staff, students and volunteers to assist in developing a suite of video products that can be used online, at events or as follow up or “leave behind” materials after personal visits

- Work with Campaign Launch Committee to provide talking points, souvenirs, and event support

- Write all copy for print and web, interview questions for students (print and video), scripts for videos and events, elevator speech for development staff, talking points for Chancellor and key volunteers

- Write and distribute press releases

- Develop timeline & task list

- Develop all creative materials
Staff Resources

Our staff is extensively cross-trained in several proficiency areas for maximum utilization of training, talent and skill levels. The descriptions that follows represents primary duties and responsibilities, although many of us worked as needed across different functional areas. The entire campaign was completed with our internal staff. No external vendors or contractors were used for any creative, marketing or communications implementation.
Staff Resources

Graphic Designers (2):

- Created graphic identity for campaign, including logo, color scheme and template materials that can be easily updated with customized text and photos by other designers, and printed as needed on demand. (For maximum flexibility over the life of the campaign, these materials are designed for future implementation of an online marketing center in 2012, so they will soon be customizable by development staff as needed and printed on demand in house or with the user’s printer of choice. While the implementation does not apply to the current year’s CASE consideration, the logistical considerations have been accounted for in the earliest design phase.)
- Designed QR codes for text-to-give implementation
- Created designs for all souvenirs
Staff Resources

Media Production team (4 staff + 1 student intern):

- Created all photography for print, web and video products. These include studio portraits, environmental portraits and time-lapse photographs.

- Created a campaign video suite (viewable at [www.campaign.appstate.edu](http://www.campaign.appstate.edu) or on usb drive, included), featuring 4 separate interviews. This piece can be viewed in full-length featuring all interviews, or as shorter vignettes featuring one interview, depending on the audience, venue and campaign focus area.

- Created a suite of videos designed to highlight the points of pride for each college and encourage text-to-give (viewable on usb drive, included). Alternate endings were filmed at the same time to drive the viewer to the college web site.
Staff Resources

Web Designer (1) and Web Developer (1):

• Using graphic identity from graphic design team and content from the writers and media production team, the web team developed and launched the site www.campaign.appstate.edu. The url www.give.appstate.edu, which was previously in use by the university, now redirects to the campaign site, which will evolve after the end of the campaign to focus less on the Campaign for Appalachian and more on the current needs. This involved creating the framework for the site, populating it with content, and interfacing it with the Banner CRM to create online giving forms.

• Implementation of “give” buttons throughout www.appstate.edu
Staff Resources

Social Media (2 staff + 1 intern):

- Development of campaign presence on Facebook ([www.facebook.com/EveryMountaineer](http://www.facebook.com/EveryMountaineer)) and Twitter ([http://twitter.com/#!/EveryMtnr](http://twitter.com/#!/EveryMtnr)), and cross promotion with the university’s primary social presence, particularly Facebook, Twitter, YouTube and ISSUU.

- Development of [www.connect.appstate.edu](http://www.connect.appstate.edu) to encourage users of the university’s primary website to engage with the full range of Appalachian’s social media presence, in order to support the overall brand and drive users to the many places on [www.appstate.edu](http://www.appstate.edu) that offer a link to the campaign website.
Staff Resources

Writers (4)

- Development of all copy for print, electronic, broadcast and social media
- Development and distribution of press releases
- Development of talking points for event communications and speeches by Chancellor and Campaign Steering Committee members
- Development of elevator speech for anyone representing the campaign
Event Coordination (6 staff + 1 intern)

- Cross-functional committee responsible for all aspects of campaign launch, including managing key volunteers and administrator roles, budget development, timeline and task delegation
Staff Resources

Project Management (4)

- Responsible for managing individual areas and special projects
- Responsible for creative control, clear representation of university brand and cultivating “ownership” and buy-in of the campaign and university brands
- Responsible for keeping non-campaign related projects on schedule
Budget: $100,000

<table>
<thead>
<tr>
<th>EXPENSE CATEGORY</th>
<th>COST</th>
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<tr>
<td>SIGNAGE- LARGE FORMAT CAMPAIGN BANNERS</td>
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<tr>
<td>Full Wrap River Street Walkway bridge (24 panels)</td>
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<td>Text to give banners</td>
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<td><strong>GRAND TOTAL</strong></td>
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Results

• Utilization of Homecoming exposed campaign launch in person to more than 30,000 friends, alumni, faculty, staff and students
• Consistent recognition of university and campaign brand across all constituents
• Development of flexible print and video products that offer ability to target individuals based on campaign priorities, goals, and constituent interests
• Press coverage (online and print) in local and regional newspapers
• Utilization of in-house staff and existing resources allowed for launch implementation under budget and well below market rates for private vendors
Messages: Tag Line

Making a difference in the world...

one student at a time.
The Appalachian Experience

Capitalize on our two best natural resources: the people, the mountains as well as...
Challenging & engaging academic environment
Dynamic and integrated programs
Mountaineer pride generates support for student-athletes: scholarships, facilities, etc.
Five Focus Areas: Telling Our Stories

Scholarship
World Focus
Sustainability
Entrepreneurship
Health & Quality of Life
Communication Channels

- Events & Personal Communication
- Earned Media
- Display Media
- Print Media
- Electronic & Broadcast Media
Events & Personal Communication

- Public launch
- Road tour
- Campus events
- Sharing stories
Elevator Speech

To preserve and enhance the Appalachian Experience, we have embarked on a comprehensive, $200 million campaign. These funds will strengthen the Academics, Arts and Athletics experience for students, faculty and staff through scholarships, programs and facilities.
FAQ’s

What is a Comprehensive Campaign?

A comprehensive campaign means that all areas under the three priorities of Academics, Arts and Athletics are included in the campaign and are part of the University’s strategic vision for the future. Gifts to any area of the university count toward the campaign goal of $200 million.

Why Now?

In the current economic environment, it is imperative for our University to raise private dollars to offer a life-changing Appalachian Experience for our students. Our state, nation and the world need great leaders who can make a difference in their communities and beyond.

What will you do with the money?

Your gifts will support student scholarship and fellowships, faculty recruitment and research, international opportunities, first class facilities, and co-curricular programs that strengthen classroom learning and the Appalachian Experience.
**FAQ’s**

**What are the dates of the campaign?**

We are currently in the public phase of the campaign and it is scheduled to end in late 2014.

**What is the Appalachian Experience?**

The Appalachian Experience encompasses everything that makes this place so extraordinary: the engaging academic environment, the dynamic and integrated arts programs, championship-winning Mountaineer athletics, and our two best natural resources - the people and the mountains. Students are provided the opportunities to develop as unique individuals within the support of the Appalachian Family.

Under the three priorities of Academics, Arts and Athletics, five areas of emphasis that are important to the Appalachian Experience include: Scholarship, World Focus, Sustainability, Entrepreneurship, and Health & Quality of Life. **What will you do with the money?**

**How can I support Appalachian?**

Gifts to the Campaign for Appalachian can be directed to any area of the university. Gifts to the Appalachian Fund, which supports students, faculty and programs across the university is an important way to have a major impact on the Appalachian Experience. More than 70 areas on campus currently receive support through this fund. **No matter the size, every gift makes a difference.**
Channels: Earned Media

Press releases, news stories & features:

• Stories emphasizing theme, priorities & focus areas

• Releases populated with campaign terms & phrases

• Leveraging social media to distribute messages
Channels: Display

Large format banners, phased in throughout campaign.
Making a difference in the world... one student at a time.

Appalachian

Text APPSTATE to 50555 and give $10 now!

Make a difference with $10 - text APPSTATE to 50555
Channels: Print

SOUVENIRS:

• Sunglasses
• Buttons
• T-shirts
• Rally towels
• USB drives
Channels: Print

Appalachian Today
the university magazine
A 'model' institution for sustainability

Even before our students were chosen to compete in the U.S. Department of Energy Solar Decathlon 2011, leaders at the Appalachian Regional Commission (ARC) were eyeing Appalachian as a best practice in energy efficiency. As the ARC released its "Green Schools and Stewardship" report, "It was the best of times, it was the worst of times." Are we facing a tale of two Appalachians? I hope not. It was the best of times, it was the worst of times. Are we facing a tale of two Appalachians? I hope not. It was the best of times, it was the worst of times.

These times are both exhilarating and extremely challenging. In his classic novel "A Tale of Two Cities," Charles Dickens wrote, "It was the best of times, it was the worst of times." Are we facing a tale of two Appalachians? I hope not. It was the best of times, it was the worst of times. Are we facing a tale of two Appalachians? I hope not. It was the best of times, it was the worst of times. Are we facing a tale of two Appalachians? I hope not.

I was recently honored to join the board of the National Trust for Historic Preservation. I was recently honored to join the board of the National Trust for Historic Preservation. I was recently honored to join the board of the National Trust for Historic Preservation. I was recently honored to join the board of the National Trust for Historic Preservation.
Channels: Print

PRINT COLLATERAL:

• Priorities sheets
• Annual Appeals
• Special Project Appeals
• Brochure
Priorities Sheet

The College of Fine and Applied Arts is committed to developing students who are prepared for success in their chosen careers. Our priorities are centered around connecting people, technology, expression, innovation, and creativity.

**Funding Priorities:**

- **Market Scholarship Endowment:** $3 million
- **Equipment and Technology Endowment:** $3 million
- **Student Travel Endowment:** $3 million

These endowments will provide financial support for scholarships, equipment, and travel opportunities for students in the College of Fine and Applied Arts.

**Connecting People**

- **Scholarship Endowment**
  - Supports students in fine and applied arts, providing opportunities for excellence.
- **Market Scholarship Endowment**
  - Provides scholarships for undergraduate and graduate students in the College of Fine and Applied Arts.
- **Equipment and Technology Endowment**
  - Funds for state-of-the-art equipment and technology to enhance learning and research.
- **Student Travel Endowment**
  - Supports student travel to conferences, exhibitions, and other events.

**Making a Difference**

 통하여, our goal is to create a world where everyone has access to quality education and opportunities. We believe in the power of creativity to transform lives and communities.

**Tackling Sustainable Living to a New Level**

With the help of our partners, we are committed to making the world a better place. Our partnerships focus on sustainability and innovation, providing students with the tools and knowledge they need to make a difference.

**For more information:**

- Dr. Gwena Sancier
  - College of Fine and Applied Arts
  - gwena.sancier@appstate.edu
- Lisa Dornaker
  - Director of Development
  - College of Fine and Applied Arts
  - lisa.dornaker@appstate.edu
  - 828-262-7644
  - www.givenow.appstate.edu
Annual Appeal Tri-fold

Turchin Center for the Visual Arts
Appalachian State University
The arts are an integral part of a great education.
— Charles B. Knoefel

Access to Art Makes for a Great Community
Visitors of the visual arts have the potential to make great communities. The Turchin Center for the Visual Arts promotes education, visibility, and appreciation programs that support Appalachian State University's role as a key regional educational, cultural, economic, and creative center. Through its education programs, the Turchin Center offers free and low-cost arts education to children and adults from across the area, provides opportunities for students and faculty to explore the potential of art, and engages students and faculty in the arts as a teaching and learning tool. The Turchin Center also supports the community through a variety of educational programs that engage all audiences.

Join us — Share the Power and Enchantment of the Visual Arts
The generative arts and visual arts help us realize that the arts are an integral part of our communities. For the value of developing these programs, you can support educational programs in more than one. Your annual gift — in any amount — helps ensure that Appalachian continues to serve tradition at high quality, diverse and accessible arts programming.

www.turchincenter.org/become-donor

GIFT AMOUNT/MULTI-YEAR GIFT
$500 $520
$1,000 $1,000
$2,500 $2,500

PAYMENT OPTIONS
PayCheck by Mail
American Express
MasterCard
Discover
Credit Card Number
Expiration Date
Credit Card Billing Address
Signature
Email Address
Phone Number

Mail to: Casie McDowell, Director of Donor Services, Turchin Center for the Visual Arts
ASU, Box 32159 • Boone, NC 28608 • 828-262-9017 • www.giveto.asu.edu/tcva
Annual Appeal Sheet

College of Fine & Applied Arts
APPALACHIAN STATE UNIVERSITY

College of Fine & Applied Arts

The College of Fine & Applied Arts at Appalachian State University offers a wide range of academic programs designed to prepare students for a variety of career opportunities. These programs provide students with the skills and knowledge necessary to succeed in today's rapidly changing world. The college is committed to providing a diverse and inclusive environment in which students can develop their full potential.

Why Support the Annual Appeal?

The annual appeal provides much-needed support for the College of Fine & Applied Arts. This support helps to ensure that the college can offer the highest-quality education and opportunities to its students. Contributions from alumni, friends, and other supporters are essential to the college's ability to provide a comprehensive and engaging educational experience.

Payment Options

- Visa
- MasterCard
- American Express
- Check enclosed (please make payable to Appalachian State University Foundation, Inc.)

Amount to be given

Name on Credit Card

Credit Card Number
Expiration Date

Signature

Cash Card Billing Address

APPALACHIAN FUND

Supporting gifts to support our students:

- $25
- $50
- $100
- $250
- $500
- $1000
- $2500
- $5000
- $5000

For more information:

Dr. Glorias Ward
College of Fine & Applied Arts
1100 Alumni Plaza
Boone, NC 28608

Phone: 828-262-6800

www.gamath.appstate.edu

TAKING SUSTAINABLE LIVING TO A NEW LEVEL

Catherine Bruall was asked to join the design team of a new Southern Airlines flight attendant uniform project. She traveled to Atlanta for the project, then returned to her home in Belfast, where she designed and sewed the uniform. The project was a success, and the uniforms were delivered on time. She is now considering joining another design project, but she is unsure if the travel would be worth it.

Catherine is a graduate of Appalachian State University, where she studied textile design. She credits her education at Appalachian with giving her the skills and knowledge necessary to succeed in the fashion industry.

College of Fine & Applied Arts Programs Highlights

- Leading edge programs leading to the "green" admission in the field of Sustainable Design
- The College of Fine & Applied Arts program is one of the premier programs in the nation, preparing students for leadership positions in the arts and humanities.

Your support is critical!

Making a difference in the world.

Catherine Bruall (Class of 2013)
Graduate Student, Building Science, Greensboro, NC
Channels: Electronic & Broadcast

- Web
- Email
- Social Media
- Mobile
- Radio
- Video

Appalachian's Hayes School of Music

Text "APPSTATE" to 50555 to make a $10 donation to Appalachian State University. Charges will appear on your wireless bill, or be deducted from your prepaid balance. All purchases must be authorized by account holder. Message and data rates may apply. Text STOP to 50555 to STOP. Text HELP to 50555 for HELP.

Full Terms: [http://www.mGive.org/T](http://www.mGive.org/T)

Scan this code with your mobile device to make a $10 donation to Appalachian State University.

Show video transcript
Web site
Thank You
for your first gift to Appalachian State University!

Lindsay Sutton
900005065

Dear Lindsay,

Your generous support ensures that Appalachian can continue providing scholarships, faculty development, innovative academic programs and opportunities outside the classroom. Gifts great or small make a difference and as a first-time donor, you are helping Appalachian change lives.

Thank you again for your contribution.

With Appalachian Pride,

Heather Visingard
Director of Donor Relations
ASU Box 32007
Boone, NC 28608
visingardh@appstate.edu

Making a difference in the world...

Delvon Blue | Class of 2012 | Psychology Major

INSPIRED TO SUCCEED

Delvon Blue wants to care for underserved populations in North Carolina. “I want to help address the restricted health care access for minority populations,” he says. A senior in the Honors College, Delvon appreciates the challenging academic environment, mentorship and internships that are preparing him for medical school.

Delvon was inspired by the success of one of Appalachian’s many passionate and successful alumni. Recently, he came across the story of Richard Sparks, CEO of Appalachian Regional Healthcare System.

“I noticed he was in health care, which is my passion, and saw that he had his Bachelor’s and MBA from Appalachian. His success was a testament to where Appalachian can take me.”
Appalachian launches $200 million fundraising campaign

During Homecoming weekend, Appalachian announced its largest fundraising campaign ever – the $200 million “Campaign for Appalachian: Making a difference in the world… one student at a time.” More than $115 million in gifts and commitments have been raised so far.[read more]

Reids love 'ASU family atmosphere'

Famous tailgaters Joe and Sharon Reid give their time and resources to Appalachian, which brings them so much joy.[read more]

BB&T gift to create leadership center

A successful leadership development program that trains future bank executives and senior managers will be the model to prepare business leaders at Appalachian.[read more]
Social media
Social media

Connect with Appalachian

Keep up with news, events, and images from Appalachian State University, as well as your favorite departments and programs. Click on the colored bullets below to connect to the respective social media sites.

University
Appalachian State University

University Departments
- Alumni Association
- Alternative Spring Break
- An Appalachian Summer Festival
- Appalachian Arts
- Appstate Community
Mobile

Thanks! $10 charged to your phone bill. T xt APPSTATE up to 2x for AppState - mGive donations. Info? Visit mGive.org/T or txt HELP. STOP to end.

October 22, 6:16 PM
Channels: Electronic & Broadcast

VIDEO:

• Videos promoting colleges & encouraging text to give
• Cable distribution
• Audio edited for radio
• Campaign video product suite
Communicating the Campaign Goal

To preserve and enhance the Appalachian Experience, we have embarked on a comprehensive $200 million campaign. These funds will strengthen the Academics, Arts and Athletics experience for students, faculty and staff through scholarships, programs and facilities.
Regular Progress Updates

Campaign for Appalachian

Goals & priorities  Strategic Initiatives  Give now  Making a difference  Ways to give  News  Foundation  Contact

Making a difference in the world... one student at a time.

“My dedication to advancing Appalachian is stronger than ever. I know this dedication is shared by you as well, and I am proud of the hard work we all do for our university.” — Chancellor Kenneth E. Peacock

Help us realize Chancellor Peacock’s vision and celebrate his leadership

GIVE NOW

$170.3 million raised
$420 million left toward $500 million goal