

# CAMPAIGN EVENTS—A NEW APPROACH



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## MORE THAN AN EVENT

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Major event production often lies at the heart of successful fundraising campaigns. The impact these events have on your audience can make the difference between “just another donor event” and a truly powerful and meaningful experience. A well-crafted kick-off, mid-campaign rally, or closing celebration can do just that, creating a sense of excitement and energy that remains long after the event itself is over.

This transformational experience can be accomplished through a blend of content and process. It’s in the way all the various show elements—spoken words, visual imagery, video segments, drama, and music—are conceived, designed, and woven together. If properly leveraged, each element builds upon the next, telling your compelling story, and taking the audience on a seamless emotional journey to greater engagement and a deeper commitment to your institution.

This guide walks you through our unique, donor-centered approach to campaign launch events.

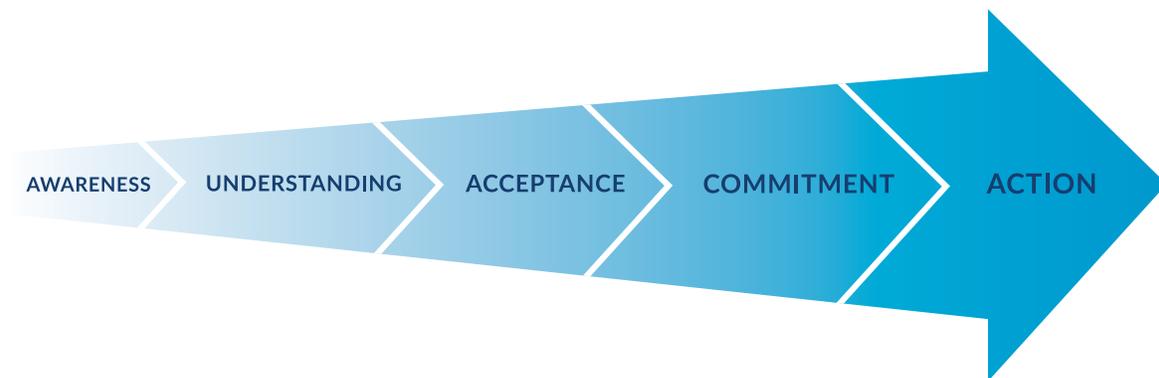
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## IT'S ALL ABOUT CHANGE

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Every person has a distinct viewpoint and awareness of your institution based on their own personal experiences. Regardless of the amount of involvement any individual may have with your institution, he or she must be taken through a process of change to effectively and fully engage that person in your new campaign or initiative. This is true even for your most devoted, long-time donor.

Our approach to creating campaign stories and launch events is grounded in a proven change management process. Based on the psychology of change, we lead people from their current set of beliefs, understandings, and behaviors to a new, more desired set of beliefs, understandings, and behaviors.



EVERY POTENTIAL DONOR MUST EXPERIENCE, STEP-BY-STEP, THE SEQUENCE OF:

1. **Awareness** – “So this is what we’re talking about and those are the circumstances that have created this situation.”
2. **Understanding** – “I see these are valid issues and understand why the situation requires something be done.”
3. **Acceptance** – “I agree this is important and there is no choice but to change and implement the plan.”
4. **Commitment** – “I recognize I have a responsibility and I pledge my help to the best of my ability.”
5. **Action** – “This is what I’m going to do to help **us** be successful.”

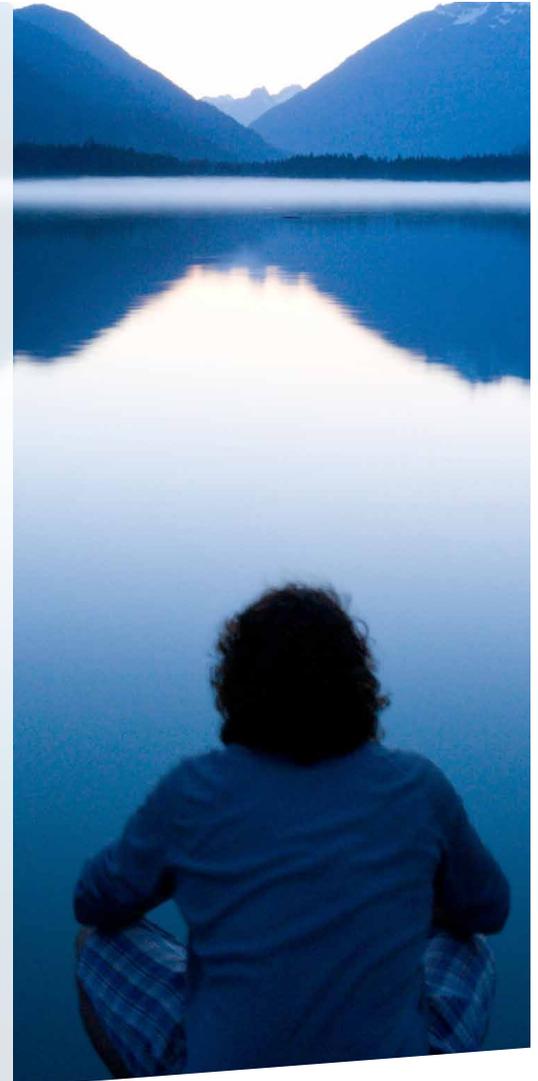
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## A SEAMLESS EMOTIONAL JOURNEY

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This change process will yield the best opportunity for success in clarifying your message, emotionally engaging your audience, and maximizing their gifts. We accomplish this transition and take your audience on a seamless emotional journey by designing events based on the following progression:

1. **Capture attention.** Create a first impression that makes it clear this is a special time for your institution. It's important and something very interesting and unique is about to happen.
2. **Celebrate the past.** Honor the legacy of institutional and personal successes that have led to this moment. Rekindle the love and pride for the alma mater.
3. **Present the case for change.** Make it clear that both the world at large and higher education are continually evolving and such change is necessary. Reinforce this message by not only suggesting what we must do or what we can become, but what might happen if we don't.
4. **Paint a compelling picture of the future.** Visualize what will be. Make the vision real. See and hear the excitement of its potential.
5. **Roll out the plan.** Share the strategy for realizing the future vision and announce the financial goal in a memorable way. Help the audience feel like they are part of something monumental and create the desire to step up to the challenge.
6. **Illuminate the benefits.** Answer the question, "What's in it for me?" on a global, regional, local, and personal level.
7. **Invite re-engagement.** Reconnect the audience with your institution. Invite them to reflect on their past experiences with your institution and the connection to their personal successes. Encourage them to explore their own passions and identify what is truly meaningful to them.
8. **Ask for a commitment.** Build to an emotional climax with a dramatic and powerful call to action. Present the opportunity to make a significant difference and ensure the legacy continues. Then do "one more thing" to take your audience to the next level of inspiration and motivation.



Keep in mind the unique nature of your organization, the campaign, and your target audience. Within this show progression outline, customize each presentation element to suit your particular institution's identity, focus, priorities, and goals. Staging and set configurations should be designed to support the selected venue and thematic concept.

Convey content through various speakers, multiple video segments, on-screen graphics, and appropriate dramatic and entertainment elements. Make your event a one-of-a-kind experience that you are proud to present and your audience is thrilled to attend. The end result will generate more ownership and buy-in from your faculty and staff and more engaged and committed donors for your institution.

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## PRE-EVENT AND POST-EVENT TOOLS

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In addition to producing a powerful, results-driven event, Mindseye Project Partners fully embraces the concept of life beyond the event itself. We want to leverage the entire production process to create as many uses as possible. Repurposing and re-packaging video content can serve as campaign support material leading up to your launch as well as creating communication and presentation tools that you will utilize throughout the remainder of your campaign.

For example, Mindseye will multi camera document your launch event and all its special moments for post-event purposes. Not only will you have your launch pre-produced video segments, you can have edited highlights of your live presentation speakers, musical, or theatric elements to add continuity, content, and emotional power to your group presentations or individual fundraising efforts for years to come. These post-event video segments can also be viewed through personalized or mass email links to reach a specific audience to help tell your campaign story to a broader audience.

We highly recommend that these segments be featured as key elements of your campaign website. However, there is so much more that can be done online. The content captured during the interview process of creating the launch videos can also produce compelling individual stories of impact, vision, and support. For instance, student interviews can be edited into individual personal stories of scholarship or program support. Faculty interviews can be edited into compelling stories of innovation or game-changing research. Alumni/donor interviews can be edited into emotional vignettes of personal philanthropic passions and support for the institution. These video vignettes, and others, can reside on an interactive landing page that would be incorporated within your campaign website. These stories can play a crucial role in portraying the faces and voices of your institution, humanizing your campaign and your call for support. Mindseye Project Partners will be happy to share with you a sample of this dynamic, powerful, and enduring online campaign support tool and how we can partner with you to make it a reality.





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## ABOUT MINDSEYE PROJECT PARTNERS

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Mindseye Project Partners specializes in creating events of significance that deliver a lasting emotional impact and a desire to make a difference. We are re-thinking and re-defining the tools that higher education and medical institutions use to increase public awareness, strengthen donor commitment, and grow a culture of philanthropy.

With unsurpassed passion, our team elegantly unites art and science to develop and produce donor communication tools and campaign celebration events that are expressly designed to connect with your target audience—not just intellectually, but emotionally and psychologically.

Above all, we know how to tell a good story—utilizing the power of the human voice, imagery, and music to create emotional buy-in and move audiences to commitment and action.

We would be honored to have the opportunity to further explore the vast possibilities of partnering with you to create and produce your campaign launch event and communication tools.

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**For more information, contact us at:**

[info@mindseyepartners.com](mailto:info@mindseyepartners.com)

319-298-3462

[www.mindseyepartners.com](http://www.mindseyepartners.com)

