

ADVANCEMENT RESOURCES®

*drive meaningful philanthropy®*



## CAMPAIGN EVENTS—A NEW APPROACH

*A unique, donor-centered approach to campaign launch events*

# ELEVATE YOUR EVENTS

Compelling Stories. Beautifully Told.

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.

# ENGAGE YOUR DONORS

Donor-Focused Messaging

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.

Strategic Content Design

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.

The Change Process Experience of Every Potential Donor

## AWARENESS

“So this is what we’re talking about and those are the circumstances that have created this situation.”

## UNDERSTANDING

“I see these are valid issues and understand why the situation requires something be done.”

## ACCEPTANCE

“I agree this is important and there is no choice but to change and implement the plan.”

## COMMITMENT

“I recognize I have a responsibility and I pledge my help to the best of my ability.”

## ACTION

“This is what I’m going to do to help us be successful.”



## A DEEPLY MEANINGFUL EXPERIENCE

Pre-event and Post-event tools at your fingertips.

In addition to producing a powerful, results-driven event, Advancement Resources 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.

You have the stories, let us help you tell them.

For example, Advancement Resources 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.

Utilize video segments beyond your campaign, by sharing them across all of your organization's online platforms. The content captured during the interview process of creating the launch videos can also produce compelling individual stories of impact, vision, and support.

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 stories can play a crucial role in portraying the faces and voices of your institution, humanizing your campaign and your call for support.



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## About Advancement Resources

The Advancement Resources strategic events team 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.

**Let's start planning now!**

Contact us today to learn more.

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