WELCOME, WORD NERDS!
JOKE OF THE MONTH

> AP Stylebook will lowercase internet and web June 1
TODAY’S PLAN

> Key messages: Campaign comms
> Campaign name (in copy!)
> Campaign creative options (narrative lens!)
COMMUNICATING THE CAMPAIGN

> ELEVATOR PITCH

– The University is preparing to launch the most ambitious campaign in its history, one that will transform Washington and the world in limitless ways. Our goals center on transforming the student experience, driving the public good, expanding our impact, and empowering innovation.

– You can help us unleash the potential of our students, faculty and programs because together, we move our community, region and world forward.

– Together we are stronger. Together, we are boundless.
COMMUNICATING THE CAMPAIGN

> CAMPAIGN THEMES
  - The campaign is propelling students, society and the region forward in four key ways:
COMMUNICATING THE CAMPAIGN

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– The campaign is propelling students, society and the region forward in four key ways:

1. Transforming the student experience
COMMUNICATING THE CAMPAIGN

CAMPAIGN THEMES

- The campaign is propelling students, society and the region forward in four key ways:
  1. Transforming the student experience
  2. Driving the public good
COMMUNICATING THE CAMPAIGN

> CAMPAIGN THEMES

– The campaign is propelling students, society and the region forward in four key ways:

1. Transforming the student experience
2. Driving the public good
3. Expanding our impact — everywhere
COMMUNICATING THE CAMPAIGN

> CAMPAIGN THEMES
– The campaign is propelling students, society and the region forward in four key ways:
  1. Transforming the student experience
  2. Driving the public good
  3. Expanding our impact — everywhere
  4. Empowering possibility through innovation
COMMUNICATING THE CAMPAIGN

> CAMPAIGN TONE
  – We’re confident and bold in our vision. We’re passionate and compassionate. We’re a boundless, undaunted community of achievers. We believe in the transformative power of education.
  – And we’re deeply grateful, honored and invigorated by our supporters.
CAMPAIGN NAME

> The copy conundrum
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Be Boundless – For Washington, For the World
CAMPAIGN NAME

Your participation in Be Boundless — For Washington, For the World will help us transform lives.

This year, we launched **Be Boundless — For Washington, For the World**, the biggest campaign in UW history.

We are pleased to announce **Be Boundless — For Washington, For the World** has reached its fundraising goal of $X billion!
CREATIVE CONCEPTS

CONCEPT 1

We believe in the power of people. We believe in what happens when knowledge meets **curiosity**, and our hands keep time with our vision. We believe that by supporting this in others, we also inspire it in ourselves—and the world. **A virtuous cycle, an open invitation, to come as you are, give what you have and join a community that fuels the power of (possibility) people.** This is how communities are built, boats swing and we achieve the otherwise impossible.
We nurture potential

Our loved ones deserve to dream. The chance to live full and healthy lives. Their future inspires our students and scholars to take on every challenge from early learning to geriatric care. Let’s work for a world of good — together.

Support research at the UW.

uw.edu/campaign
CREATIVE CONCEPTS: CONCEPT 1

UNIVERSITY of WASHINGTON

WE RISE TOGETHER

Education opens doors. That's what Tanya Wu's mother said when they emigrated from Vietnam. With perseverance and scholarship support, Tanya became the first college graduate in her family. Together, let's create opportunities for more students to soar.

MAKE A GIFT TODAY.
uw.edu/campaign
CREATIVE CONCEPTS

CONCEPT 2

We are particular people. Intentional folk who take great care in our actions, beliefs and perspectives. We dedicate ourselves to the cause. Go deep. Read up. Stand tall in the name of what we individually believe in. We set our sights on where we want to go, then ask a daring question: What if worked together to get there? This collective spirit is the foundation of our community. A shared worldview comprised of individual action.
WHAT YOU DREAM ABOUT CAN BE DONE

Music. Laughter. Grandpa’s gentle voice. Thanks to UW innovations in cochlear implants, hundreds of children can listen to life’s joys. Will you help us unleash hope for thousands more?

MAKE A GIFT TODAY.
CREATIVE CONCEPTS: CONCEPT 2

WHAT YOU SUPPORT CAN FORTIFY OUR FUTURE

Every spring break, UW students introduce underserved kids to Washington’s natural wonders. You can help us expand partnerships like the Pipeline Project and mentor even more young minds. When you include the UW in your estate plans, what you care about can become a legacy — for generations to come. Will you help us invest in potential? MAKE A GIFT TODAY.

UNIVERSITY OF WASHINGTON

BE BOUNDLESS
FOR WASHINGTON FOR THE WORLD

uw.edu/campaign
NEXT NERD MEETING:
Thursday, May 5