

UNIVERSITY OF VERMONT

Campaign Launch

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Background

The University of Vermont Foundation is launching the most ambitious campaign in university history. "Move Mountains: The Campaign for the University of Vermont," will raise \$600 million to advance support for students, faculty, the University's expanding research initiatives, and for significant capital projects.

A substantial portion of funds raised by the campaign will focus on the University of Vermont Medical Center and its increasing prestige as a teaching hospital, research center, and regional health care provider. Both the Medical Center and the College of Medicine have been consistently recognized by *U.S. News & World Report*, among others, for their overall excellence.

The campaign's public phase will launch with a VIP event for 500 alumni, donors, and friends at Gutterson Fieldhouse on Friday, October 2, 2015. Feats has been engaged to design and implement the launch event and to integrate campaign messaging into a unique, exciting, and inspiring experience for guests.

What We Heard

Our approach has been informed by what we've heard in meetings and conversations with stakeholders across campus:

"You think you know the University of Vermont, but probably don't."

This campaign must educate, surprise, and inspire people by sharing what's happening at the University of Vermont today, on campus and throughout the alumni network.

"This needs to be a University of Vermont event, not a fall weekend in Burlington."

Sense of place plays an almost outsized role in how UVM alumni connect with their experience of the school. The campaign launch must link the academics and accomplishments of the university to the place, underscoring associations of the area with the campus.

"We can reclaim our recognition for being a 'public ivy,' because we offer the caliber of faculty you find at a large-scale research university and the size and 'high-touch' environment of a liberal arts college."

Focus on the outcomes/success of the campaign in extending the reach of the university and sharing the benefits of the school — from offering compelling undergraduate programs to providing outstanding medical care to the region.

"We need to educate our alumni on what a capital campaign means."

Prospective donors must understand the role they play and the importance of private philanthropy in building a great public university. They must be inspired to join the campaign.

Event Goals

Overall

- Introduce and explain the concept of "Move Mountains" to an audience of top donors, prospects, and friends of UVM
- Convey UVM's key campaign messages in ways that are authentic, relevant, and actionable
- Illustrate the importance of private philanthropy in driving UVM's ambitions and achievements, and its significance in moving the university forward

The Event Should

- Build support for and awareness of the teaching and research work happening at the University of Vermont
- Inspire those with the capacity to give
- Demonstrate the impact an investment in UVM can make
- Increase alumni engagement and participation by inspiring and motivating audience members to get involved and to involve others

Must-Have Elements

- Remarks from President Sullivan and campaign leadership
- A reading by Major Jackson
- Inclusion of the Medical Center, which represents a substantial portion of the campaign
- Performances by the university's a cappella groups and Alex Stewart's big band

Our Strategy

Key Messaging

- Bring "Move Mountains" to life on multiple levels, showing how funds raised will be used and how the campaign will have a positive impact on students, faculty, staff, and the larger community
- Make campaign priorities visible and tangible by taking the audience on a deliberate, meaningful journey. Include notable faculty, students, and alumni
- Build on "this is where" phrasing from the case statement and on campaign priorities by:
 - Providing guests with the opportunity to reconnect with the special place they remember
 - Inviting them into the present, conveying confidence and enthusiasm, while laying the foundation for the university's future
 - Offering them the opportunity to celebrate, share in, and support that vision

Audience Takeaway

The campaign launch event has been designed to inspire appreciation, recognition, and understanding among guests:

- Renewed appreciation for the University of Vermont and its effect on their lives
- Recognition that while the university is still "authentically Vermont," it is also a place where global achievements are made every day
- Understanding that a public university on the threshold of greatness cannot achieve its vision without private support

Our Approach

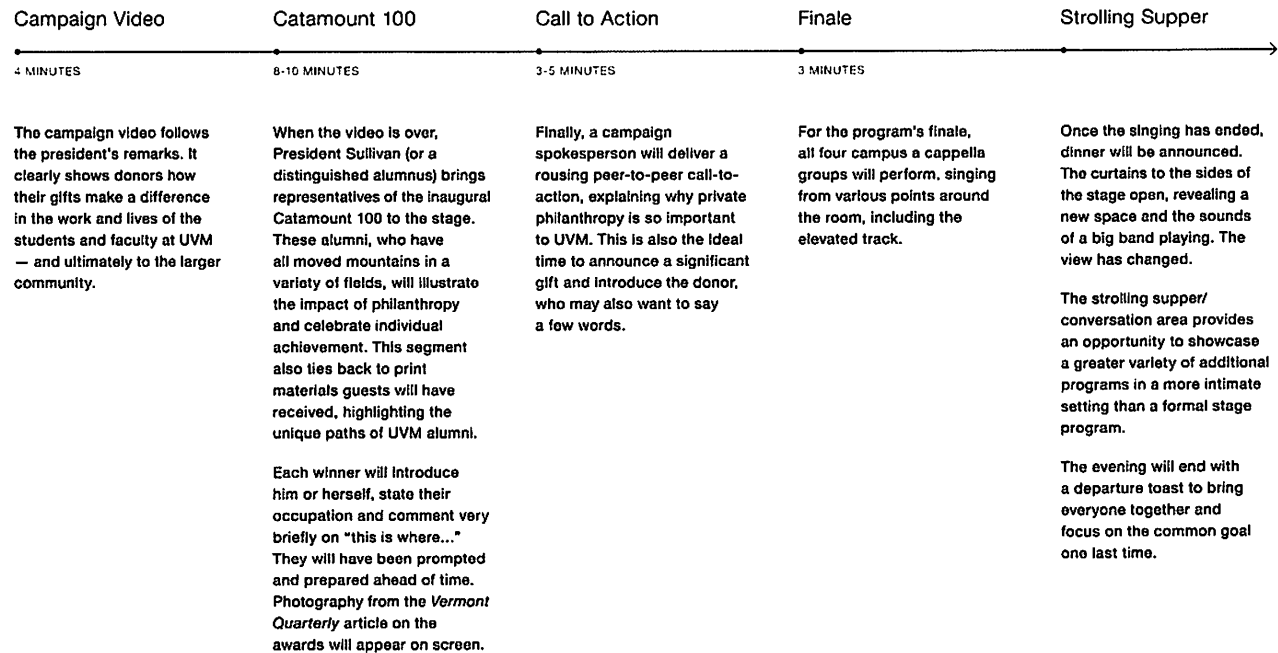
The VIP evening must introduce and explain “Move Mountains” — as a campaign and a concept — for the audience and ultimately for all alumni. This is an opportunity to shift perceptions and reveal a new and inspiring view.

We begin the journey by:

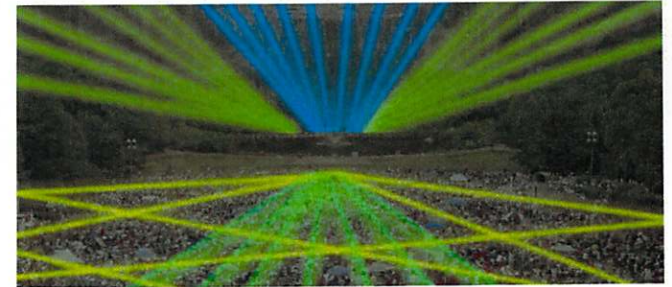
- Upending expectations of the evening, first by holding it in a unique venue and then by creating a progressive experience that keeps people engaged and involved in the messaging of the campaign
- The progression will move the audience from one area of the space to another, from cocktails and program to strolling supper and informal conversation areas. This shifts the nature of their interactions with each other and with featured guests— from speakers on stage to interactive areas where they can learn more about key programs

We will embrace the challenges of independent-minded alumni who are not necessarily accustomed to rallying together for their alma mater by:

- Building on their shared love of place
- Giving them an opportunity to cheer for each other, celebrating the achievements of notable alumni through the Catamount 100 awards
- Underscoring their independent spirit through a diverse range of programs, speakers, and achievements that illustrate the university's support for mapping your own path

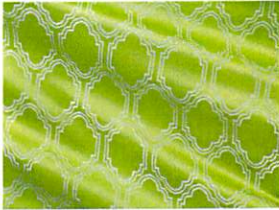


Event Inspiration



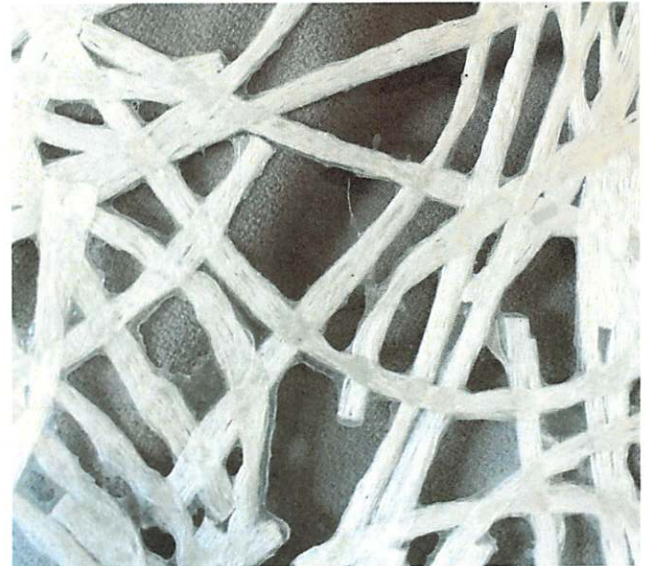


Event Look and Feel

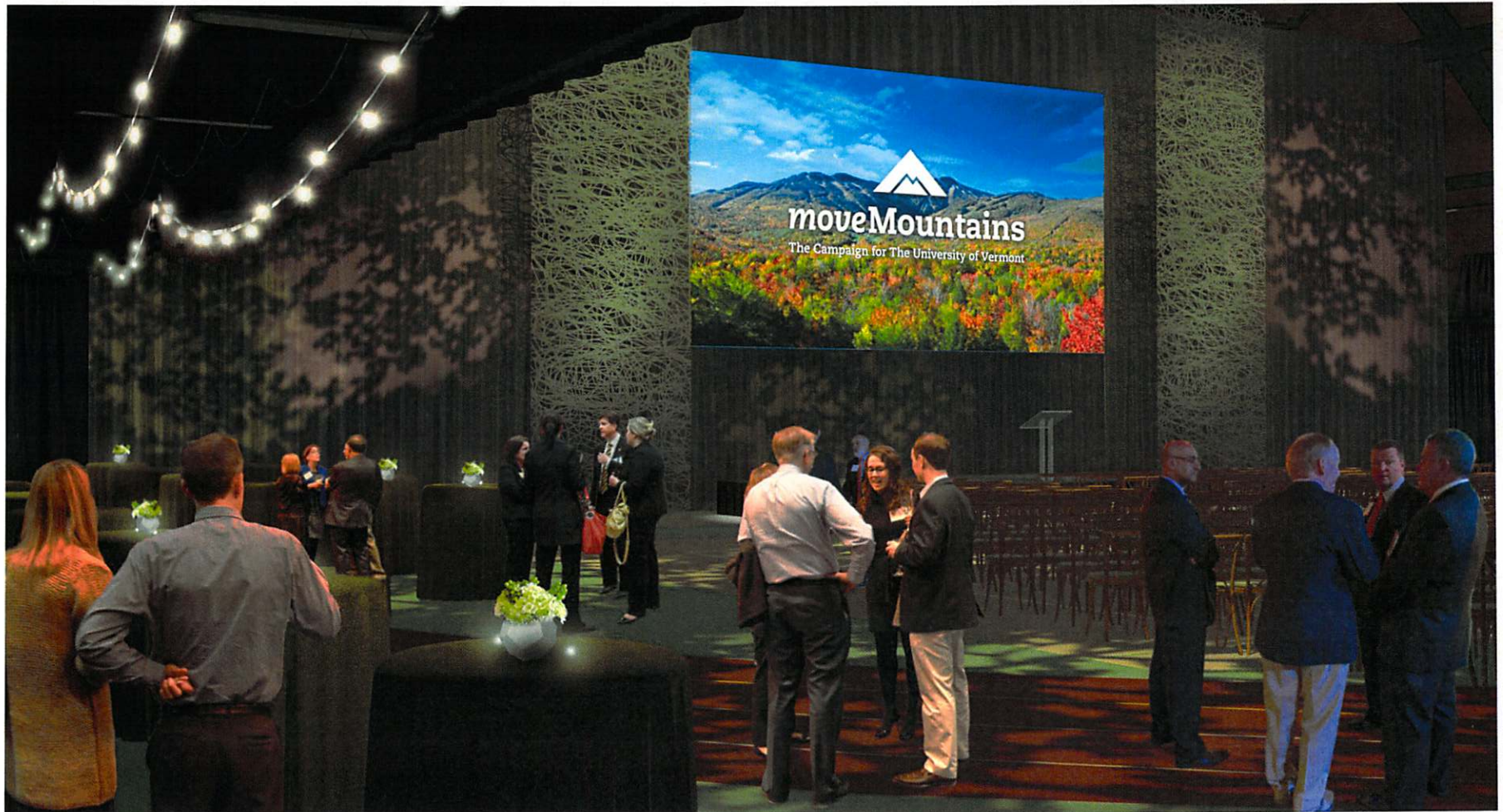




Detail of Textured Panel at Actual Size



Walk-In View



Strolling Supper

After the singing has ended, dinner will be announced. The curtains to the sides of the stage open, revealing a new space and the sounds of a big band playing.

The strolling supper/conversation area provides another opportunity to showcase a greater variety of additional programs in a more intimate setting, rather than in a formal stage program.

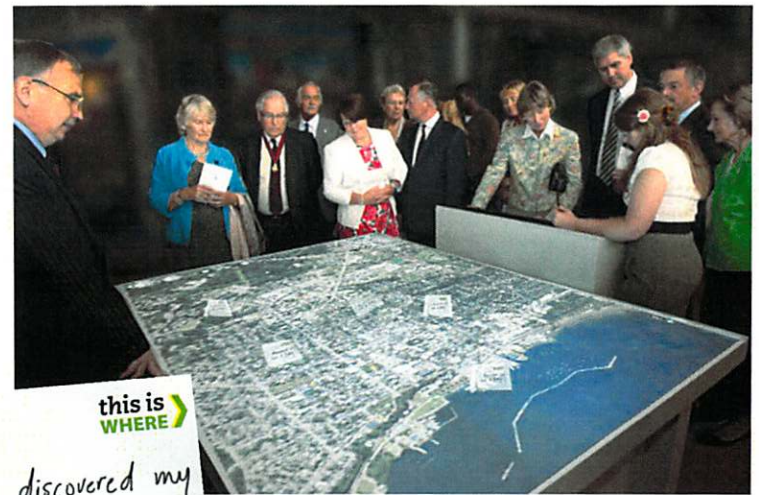
The evening will end with a celebratory departure toast to bring everyone together and focus on the common goal one last time.



Strolling Supper View



Interactive Map



**this is
WHERE** 

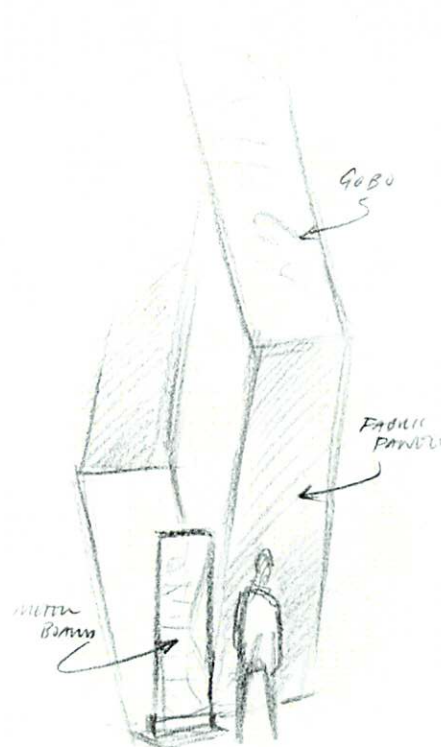
*I discovered my
love of Poetry.*

Additional Strolling Supper View



Conversation Areas

Four informal conversation areas will be marked by soaring green and gold banners, each displaying a single distinctive term that refers to the overall theme of the work being showcased (e.g., Community, Technology, Energy, Family). At each station, a student/faculty pair will be on hand to talk about their work, answer questions, and show tangible objects relating to their work. Several suggested projects and researchers are presented on the following page.



Technology, Engineering, and Science



Joshua Bongard / Robotics



Alternative Energy Racing Organization



Jason Stockwell / Marine Research



The Climate Assessment Program

Community



UVM FeelGood Grilled Cheese



Tarrant Institute for Innovative Education

Medicine and Health



Lizzy Pope / Food, Science, Behavioral Economics



James Hudziak / Music and Medicine



Barry Finette / Medsinc Mobile App

Additional Features

Open Kitchen and Food Stations

The food stations provide additional opportunities to showcase related work of UVM faculty and students.

These could include:

- Taylor Ricketts / Bees and Honey
- Paul Kindstedt / Cheese
- Maple Research Center
- Common Grounds Farm

Interactive Map

An interactive map of the campus and surrounding area will prompt guests to leave notes with their own comments about "This is where..." The comments can ideally be used in event follow-up and campaign communications.

Photo Op

Selfie station with ski lift and props.

Teleidoscope

A teleidoscope is a kind of kaleidoscope, with a lens and an open view, so it can be used to form kaleidoscopic patterns from objects outside the instrument, rather than from items installed as part of it.

