

WELLESLEY COLLEGE

## Campaign Launch Event

Presented: May 11, 2015

feats<sup>™</sup>  
powerful experiences

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*The most powerful engine of social change  
is an educated young woman.*

Advancing the Future of Wellesley. Shaping the Future of the World.





## Background

Each year, approximately 600 of the most exceptional young women from around the world are admitted to Wellesley College.

While most schools teach their students the answers, Wellesley teaches each of them how to ask the right questions — of herself, others, and the world.

If life at Wellesley is about students in the midst of their own personal transformations, life after Wellesley is about alumnae in the process of transforming the world around them.

When she graduates, the Wellesley woman takes her promise — and her questions — with her into the world, following whichever path she chooses and creating her own sphere of influence.

This is the Wellesley Effect.

The Wellesley Effect campaign builds on the College's mission and rich history to deepen its commitment to educating young women who will inspire, lead, and guide the future in ways that are both tangible and lasting. On Friday, October 23, the campaign launch event should unite Wellesley women around the world in their commitment to expanding Wellesley's influence and impact in the coming decades.

## What We Heard

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

“Our alumnae give for the promise of tomorrow. They feel responsible for continuing the tradition of excellence.”

- Alumnae see their gifts as an investment in sustaining the excellence of the student body — educating young women with the same aspirations and hopes they had when they were at Wellesley
- Wellesley empowers students to take on challenges and to believe that that they can do and be anything they want to in their lives

“Great storytelling is a piece of our culture.”

- Wellesley women are compelling storytellers. Courses and performances teach, illustrate, and reinforce this skill
- Alumnae and undergraduates alike are as eager to hear others' stories as they are to tell their own

“Most colleges teach the answers. Wellesley teaches our students how to ask the right questions.”

- Wellesley's goal is to help each student find her passion — whatever it is. Continual acts of reinvention pave the way for others that follow Wellesley women throughout their lives

“Alumnae will want to see themselves [reflected] in this event.”

- The event should be full of strong, clear messages about alumnae and their impact after leaving Wellesley
- “Our alumnae are witty and appealing, but serious and purposeful, first and foremost.”
- “The event should make the Wellesley Effect tangible.”

# Event Goals

## Overall

- Introduce and explain the concept of “The Wellesley Effect” to an audience of 750-880 top donors, prospects, and friends of Wellesley
- Convey Wellesley’s key campaign messages in ways that are authentic, relevant, and actionable
- Illustrate Wellesley’s role in educating and preparing intellectually gifted and purposeful young women to meet the challenges of a shared future

## The Event Should

- Help deepen connections and build new ones
- Inspire those with the capacity to give
- Motivate guests to find their own ways to support the Wellesley Effect — volunteering, mentoring, etc.
- Build on the past of envisioning a shared future full of promise and opportunity

## Must-Have Elements

- Remarks from President Bottomly and campaign leadership
- “The Wellesley Effect” film must be part of the event
- Streaming capability to allow Wellesley alumnae around the world to watch and participate live, or incorporate into local events

# Our Strategy

## Key Messaging

- Bring “The Wellesley Effect” to life on multiple levels, showing how Wellesley students are in the midst of their own personal transformations, while alumnae are in the process of transforming the world around them
- Make campaign priorities visible and tangible by taking the audience on a deliberate, meaningful journey. Include notable students and alumnae to illustrate the four campaign pillars.
- Play off of the “I am...Be the...That’s the...Wellesley Effect” structure of campaign by:
  - Providing each alumnae with an opportunity to reconnect with the history of the College and her own past
  - Inviting each guest into the present and understanding the foundation for the College’s future
  - Offering each guest the opportunity to celebrate, share in, and support that vision
- Focus resources on the Friday launch event to maximize the impact of delivering campaign messages to this influential audience

## Audience Takeaway

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

- Renewed appreciation for Wellesley the institution, their education, and its effect on their lives
- Recognition that they are part of a very special group of women
- Responsibility to continue the tradition of excellence
- Understanding that educating women and encouraging them to lead cannot be taken for granted

## Tone

- Smart and inspiring
- Purposeful and focused
- Rich storytelling woven throughout the program
- Serving as a reminder of Wellesley, its traditions and history, and its important place in the future of education, without being nostalgic

## Our Approach

The VIP evening must introduce and explain The Wellesley Effect for the audience, both as a campaign and as a concept. The evening must unfold as an experience that immerses alumnae in the idea of the Wellesley Effect, making it:

- 1. Tangible and Specific**  
so that they understand and can identify what it means
- 2. Evocative and Inspirational**  
so that they are excited by it and embrace it
- 3. Emotional and Personal**  
as they realize that they *are* The Wellesley Effect

We will begin by taking the audience on a journey through the elements that comprise the Wellesley Effect, leading them to an understanding that these elements are part of their DNA. Not only are they the Wellesley Effect by virtue of their education, but they have the capacity to be the Wellesley effect — consciously and deliberately — in their own words and actions.

We will remind the audience how the world is enriched by the accomplishments of Wellesley women and of the transformative power they collectively wield in making a lasting difference in the world.

We will also educate them about what it takes to create and sustain the Wellesley Effect, what part they have played and can play in ensuring its vitality, and how they can participate in shaping and strengthening it for the future.

## Guest Experience

### Cocktails

The cocktail space reconnects and roots guests within the world of Wellesley — their Wellesley, their traditions, their memories, and their experiences. The tone is nostalgic, emphasizing the past, the time spent on campus, and the ties that bind them to Wellesley and to each other. Campaign language is minimal, allowing time to mingle, engage, and reconnect.

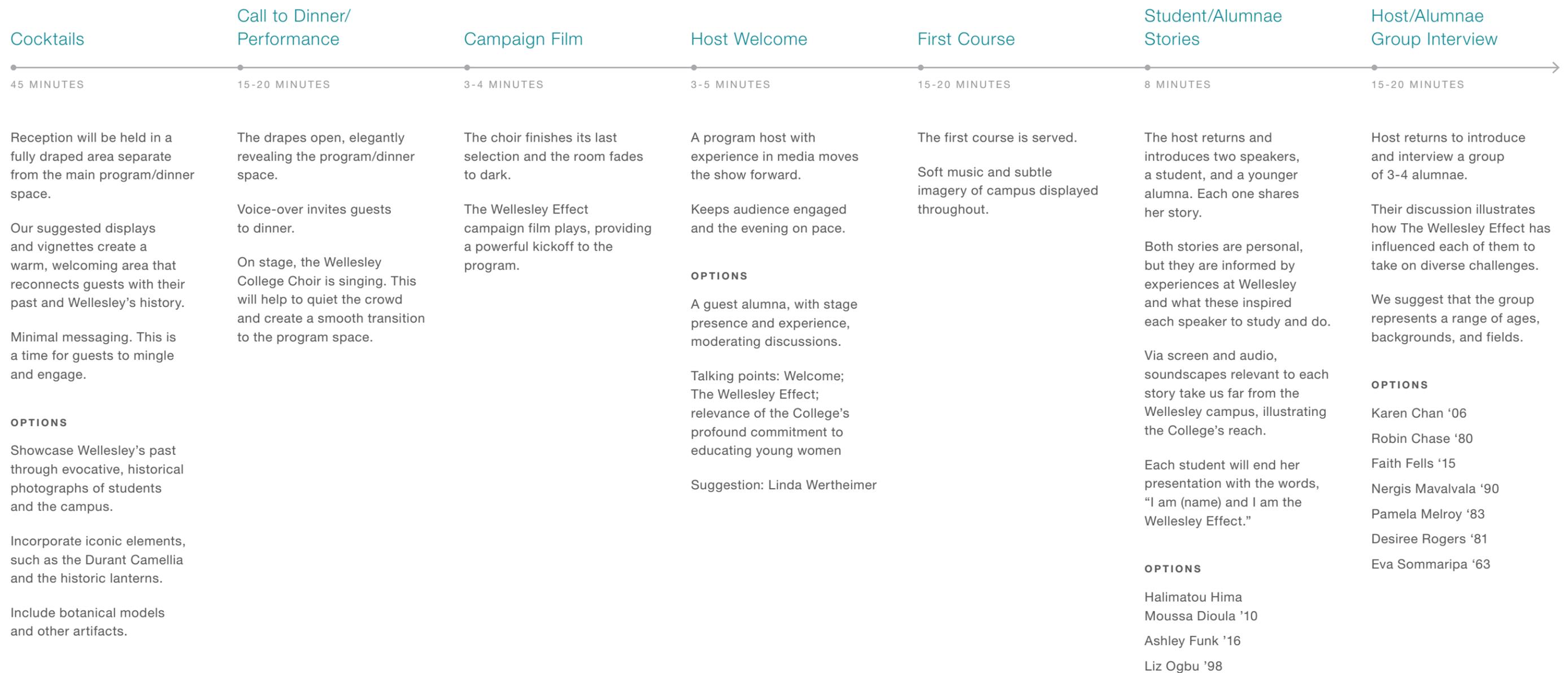
### Program and Seated Dinner

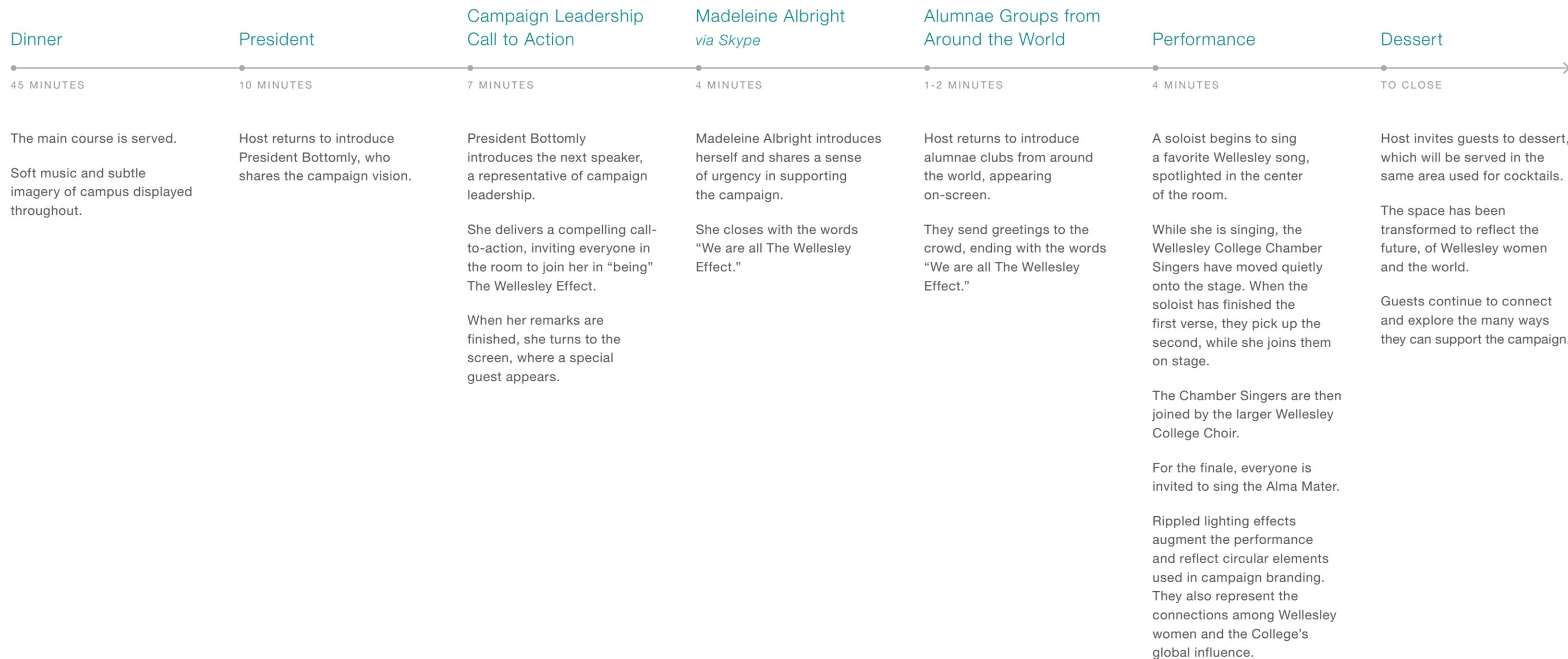
As guests move into the program and dinner space, the tone and emphasis shift to Wellesley present and future, and the space becomes central to the launch of a crucial time for Wellesley women.

### Dessert Reception

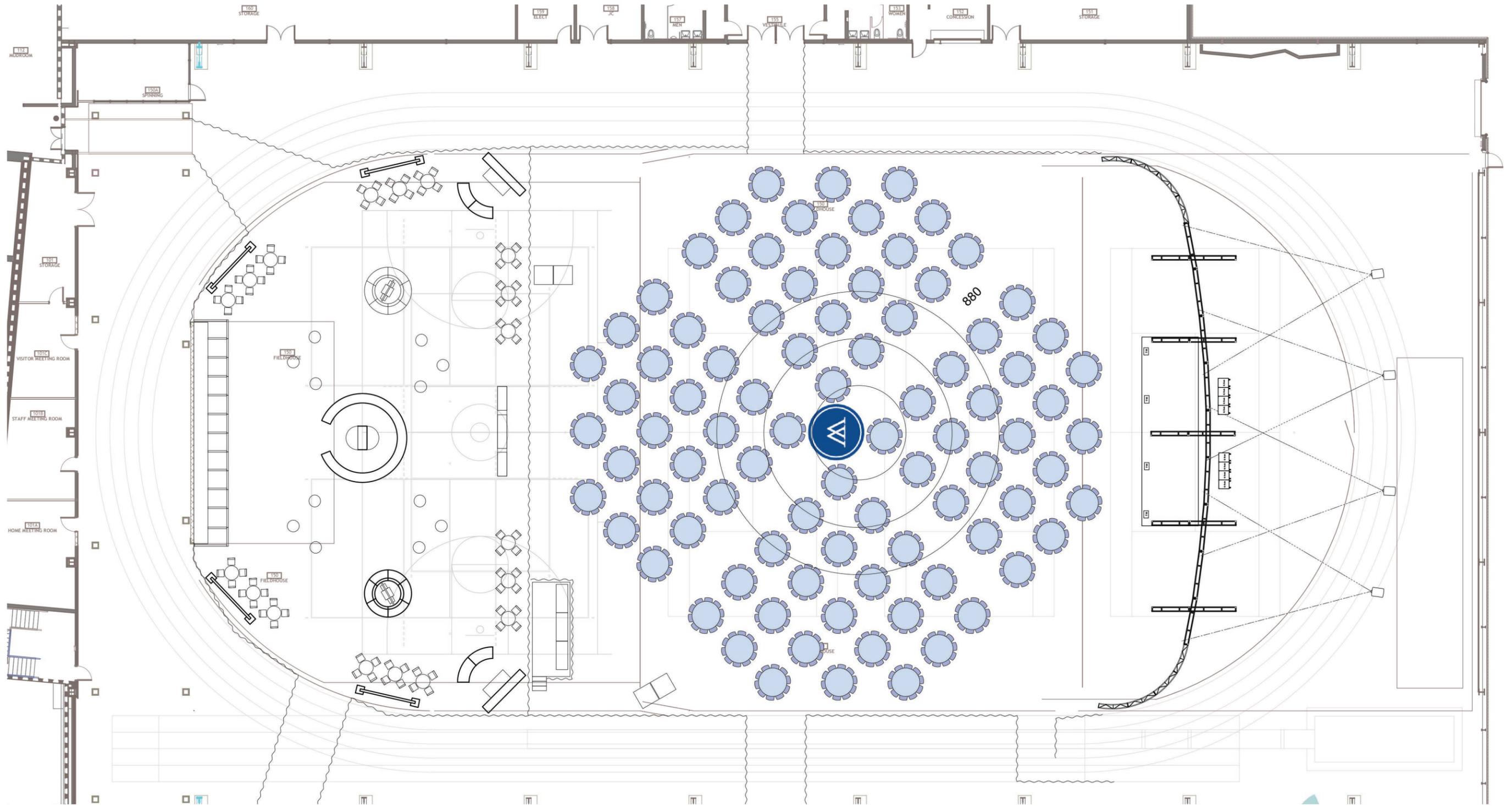
Having learned about The Wellesley Effect, guests now relax, reconnect, and discuss what they've heard throughout the evening. They will move from the main program area back to the cocktail space, transformed by photographs, copy, and display elements into a celebration of the promise of the future.

# Event Flow

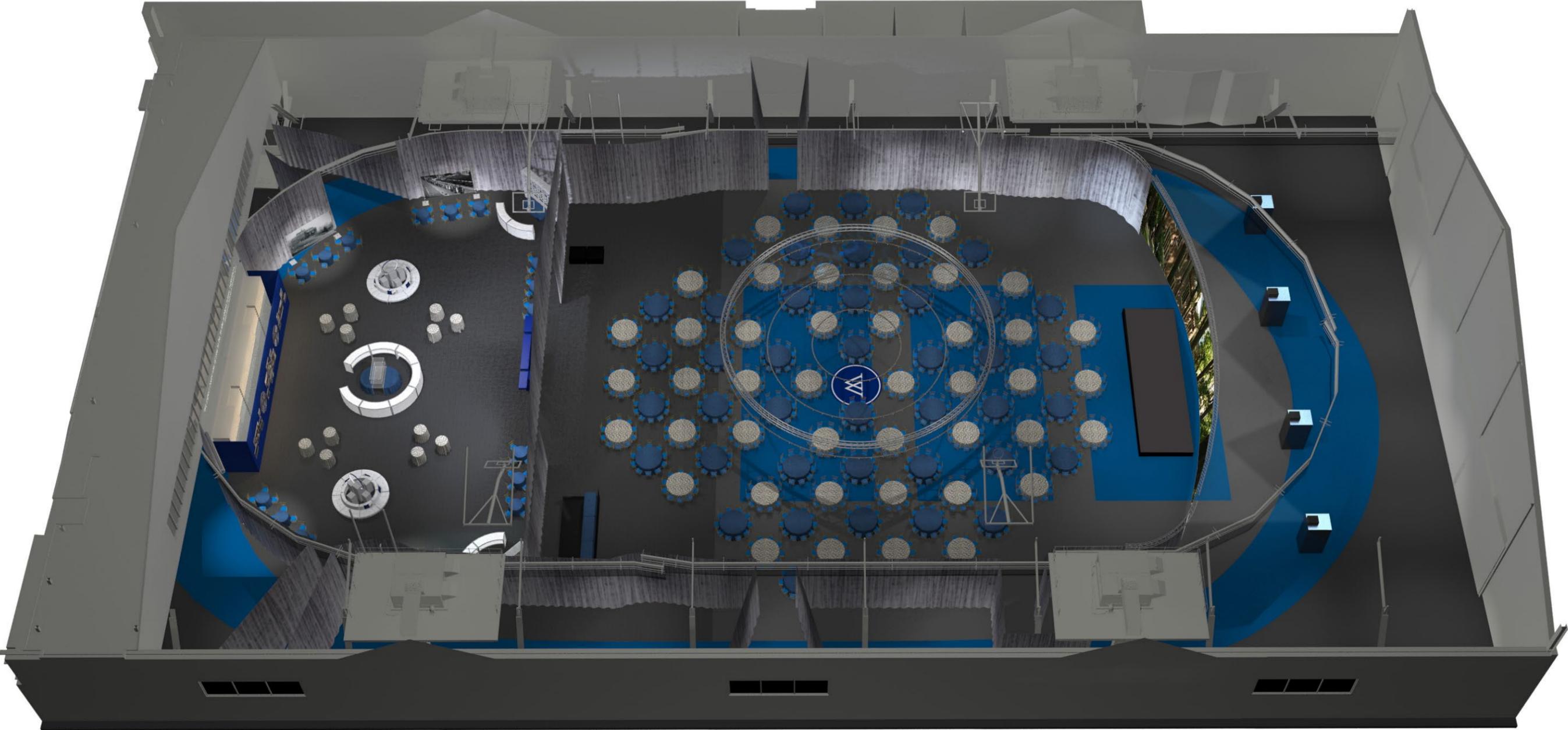




# Plan View

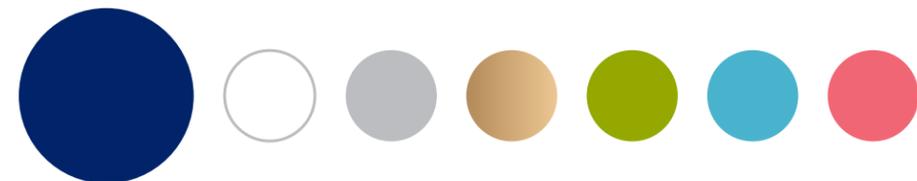


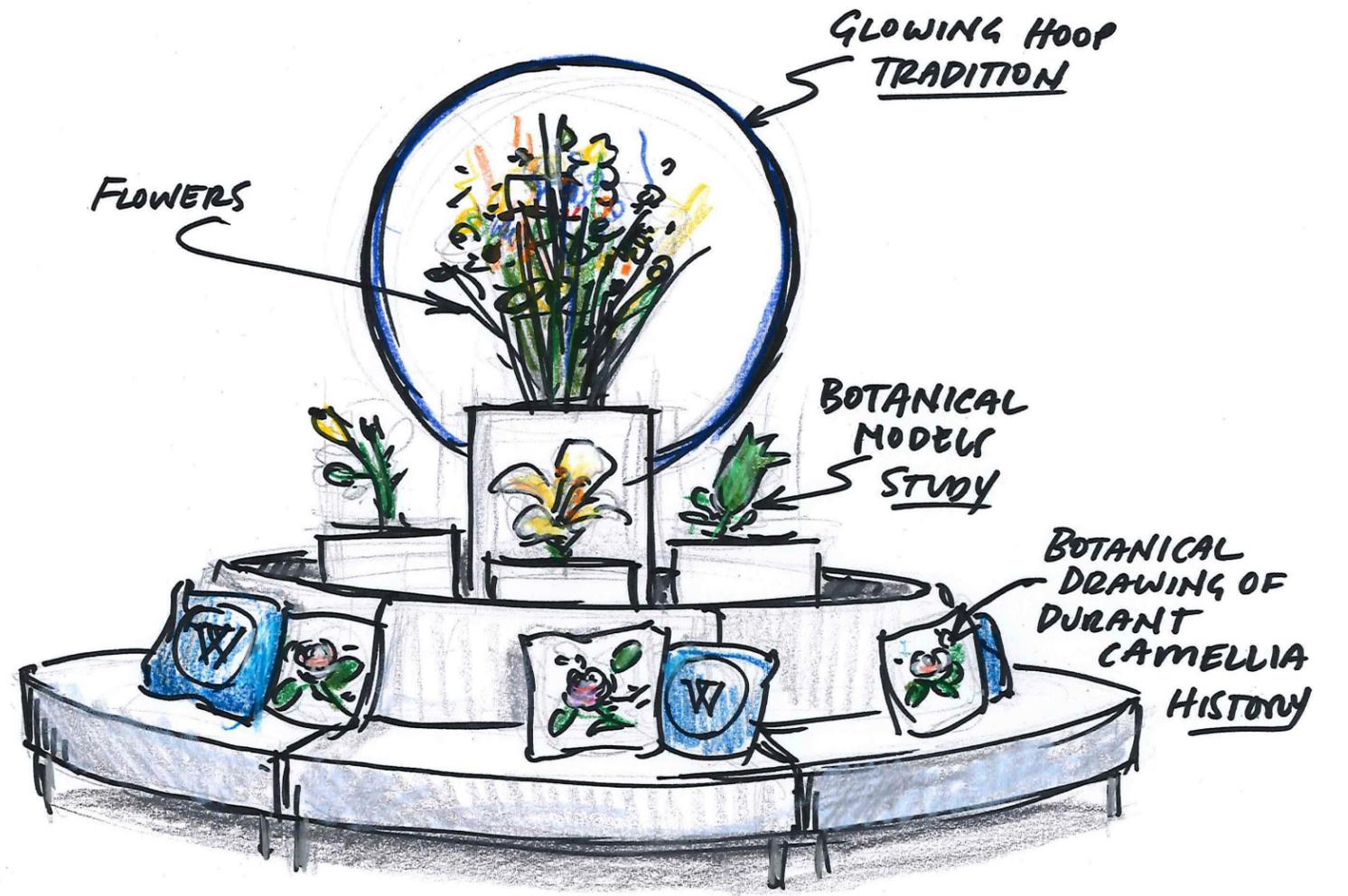
Bird's Eye View



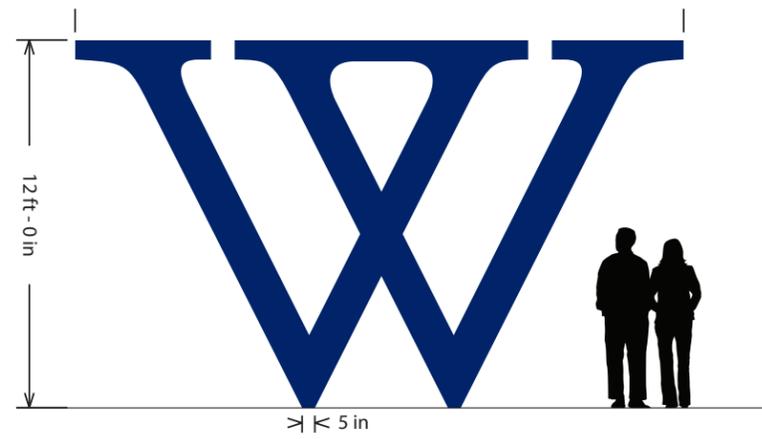
COCKTAILS

Look and Feel

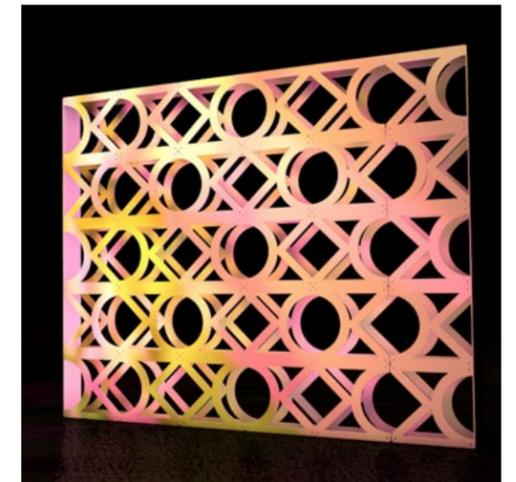




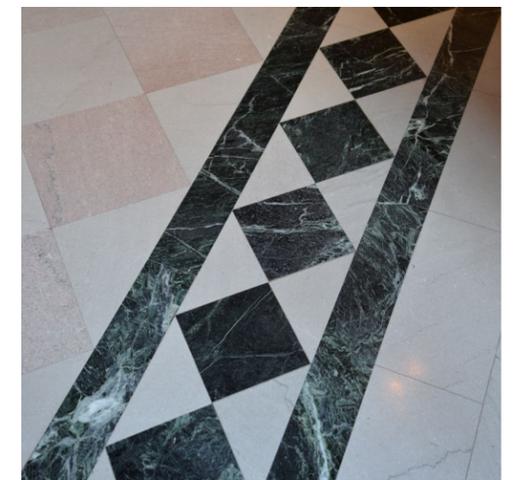
“W” Element



Bar Back Accent



Inspiration Image

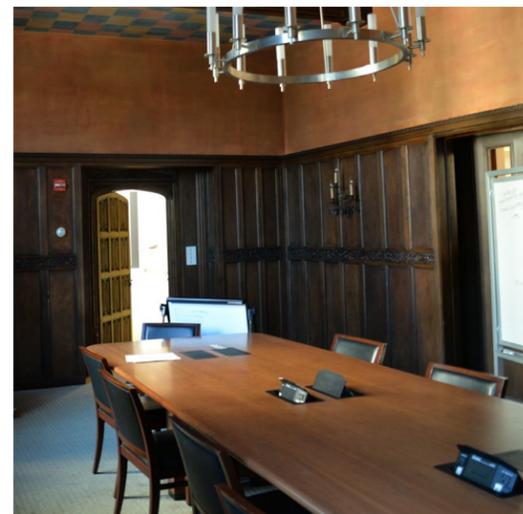


Inspiration: Flooring in Alumnae Hall

COCKTAILS  
Walk-In View



Paneled Wall



Inspiration: Paneling in Clapp Library

Mirrors



Inspiration: Windows in Alumnae Hall

# Feature Wall View

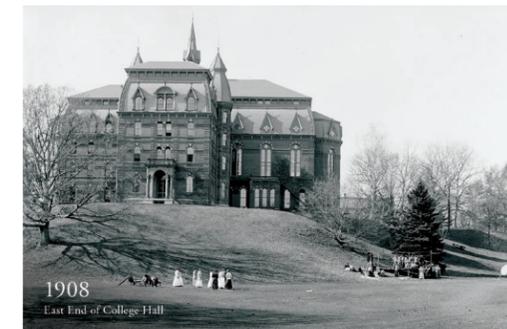
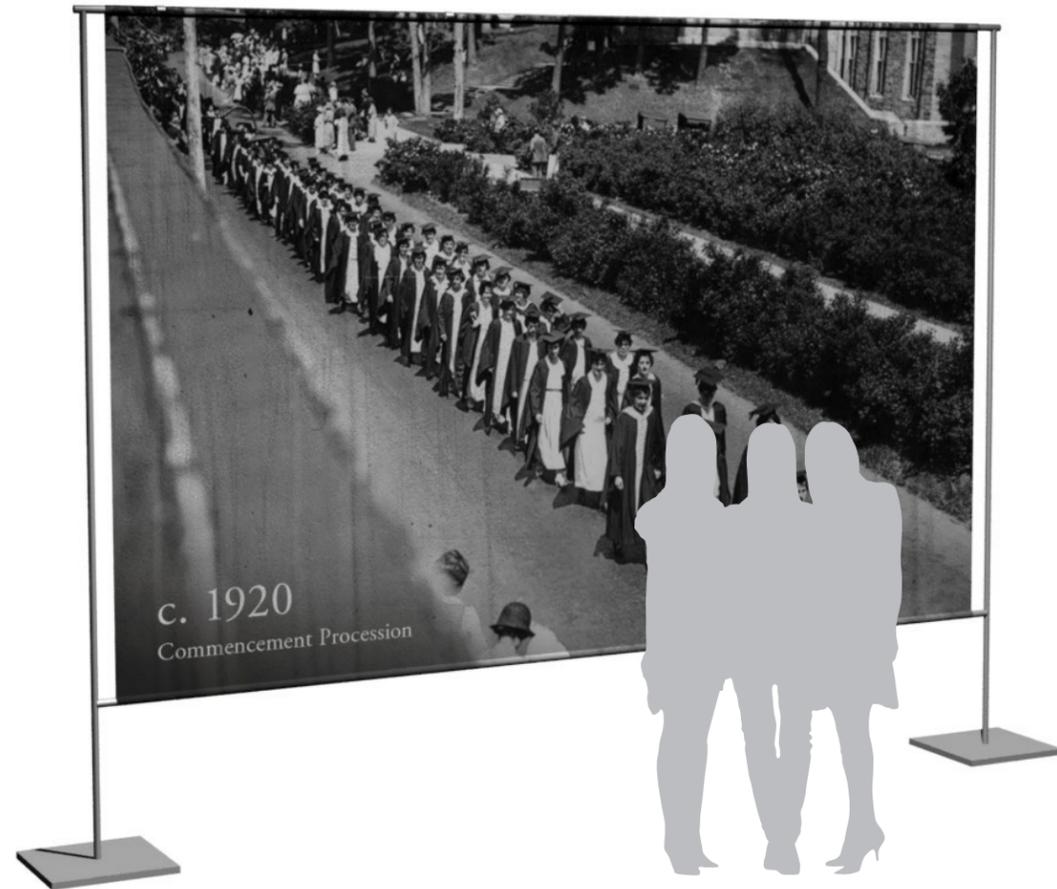


COCKTAILS

# Feature Wall



COCKTAILS  
Photo Drops



PROGRAM

Look and Feel



Inspiration: Lights in Alumnae Hall









PROGRAM

# Sample Screen Layouts



Campus Beauty Shot



Film



President on IMAG



Clubs Look



*To Alma Mater, Wellesley's daughters,  
All together join and sing.*

*Thro' all her*

*Le*

*In*

*Lo*

*Oh, charitable she, her hand plays above her*

*Wake, y*

*We'll sing her praises*

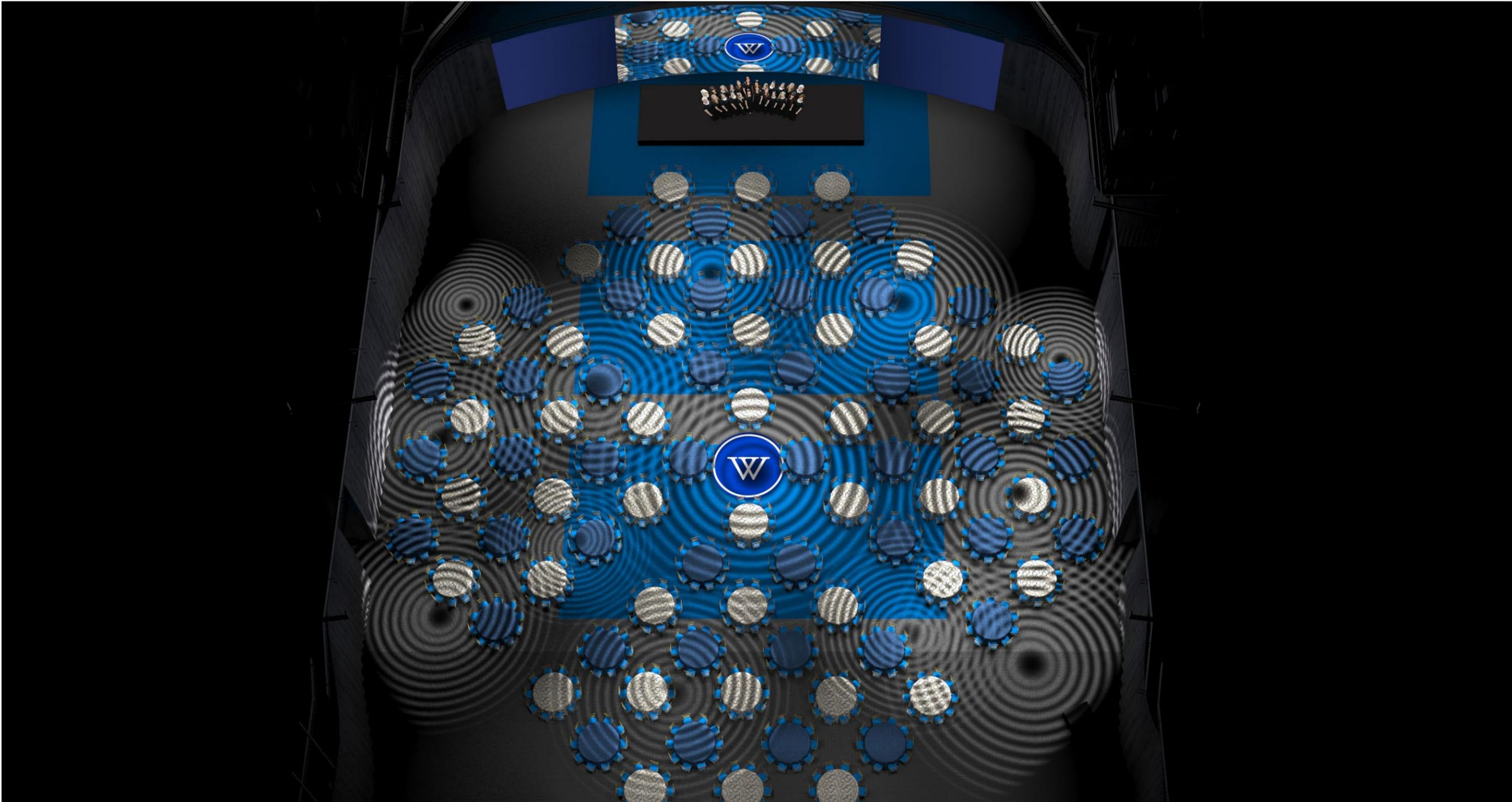
*Blessed fount of truth*

*Our heart's devotion, may it never*

*Faithless or unworthy prove,*



# Finale Moment



DESSERT

Look & Feel

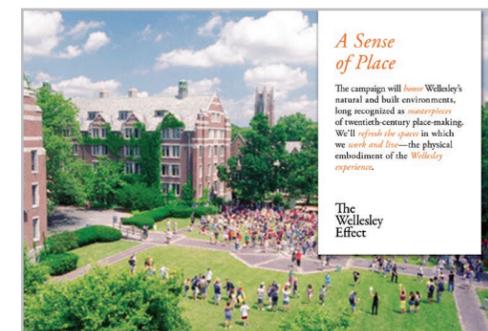
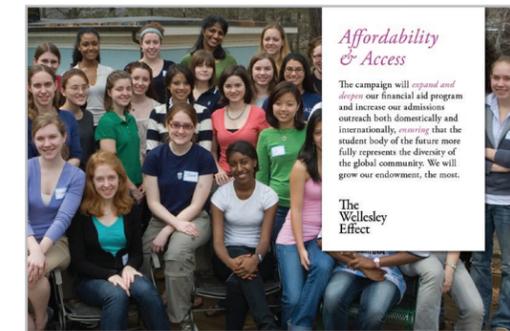


Feature Wall View



# Feature Wall









## Ideas to Consider

### Saturday

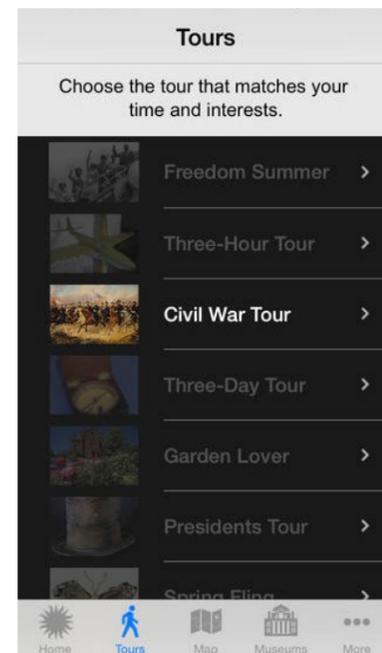
- Repurpose the event space on Saturday, October 24, to give alumnae and students opportunities to connect
- Show the campaign film at set times throughout the afternoon
- Set up tea and ice cream stations and comfortable seating in the space
- Following their conversation, pairs could exchange flowers in the tradition of Flower Sunday

### Mobile App

- Develop a self-guided smart phone tour to help people connect to campaign priorities and root their exploration in a “sense of place” context. The app would support preset tours and allow users to create custom tours
- Additional app capabilities:
  - Content pages featuring text, images, and videos
  - Scheduling and dynamic scheduling enables users to create individual schedules
  - Social networking integration allows users to post directly from the app
  - Messaging capabilities: send messages to anyone with the app or pinpointing people within a set geographic location
  - Digital postcards allow users to take pictures with custom frames, and then share on social media platforms
  - Users can pose questions to speakers in a live interactive feed, specific to each session they attend

### Story Trailer

- Outside the Field House, set up a StoryCorps-style Airstream trailer (with campaign branding) to continue the Wellesley storytelling tradition
- On Saturday, encourage student/alumna pairings, with students asking the question: If you had one piece of advice to share with a woman my age, what would it be? Recordings could be archived and shared





# Appendix: Reuseable Elements

Feature Wall: Historic

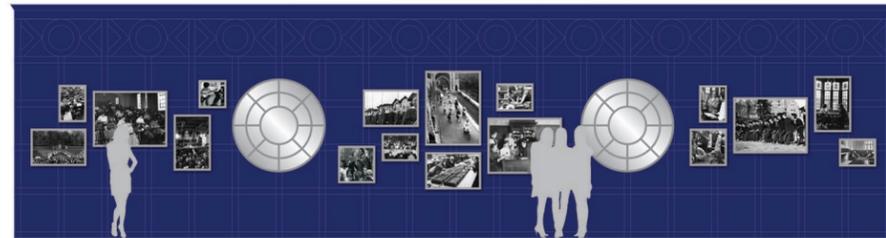


Photo Drops: Historic Highlights



Feature Wall: Future

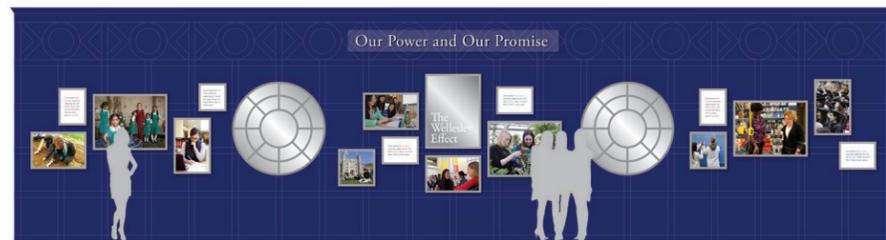
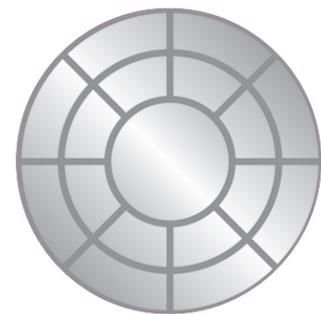


Photo Drops: Campaign Pillars



Mirrors



Logo Carpet



"W" Sculpture



Pedestals with Glowing Hoops



Custom Pillows



Book Lamps

