

Greetings:

Many of us are immersed in communications planning for the capital campaign. But as the gift volume and announcements begin to ramp up during the campaign, we must tightly coordinate our publicity efforts. Gift announcements, planned well, can keep the momentum of the campaign high. But dozens of uncoordinated gift announcements developed across campus can result in less coverage, stewardship issues, or public confusion.

By working together, we can develop a sound media relations approach for each major gift announcement. Also, we can assess how the announcement best fits into the high volume of University news that is not related to the campaign, in order to place and time the stories for the highest impact.

Today I want to share the process we have developed to facilitate coordinated, strategic campaign publicity. Vice President Jerry May and I have worked closely with our communications teams to develop this approach – in consultation with many units on campus. In addition, we will look at some recent “case studies” to illustrate real-life challenges and successes to date.

The **Major Gift Announcement Guide**, now available on this site, outlines the goals and announcement process our offices will follow throughout the life of the campaign. The new **Publicity Checklist** outlines the important questions to consider as we develop major gift announcements.

As part of today’s session, I will review the institutional approval processes each new building or renovation project is subject to – everything from budget and project approvals to schematic designs, site dedications and groundbreaking. It is important to understand where an individual project stands in this lifecycle so you can determine the appropriate public information or special event opportunities at each milestone. I have attached a draft of the **Process for Regental Approval of Capital Projects and Guidelines on Site Dedications, Groundbreakings and Related Donor Events** to help you navigate these waters. And as always, the central communications team is available for consultation on any specific project. We can answer your questions and tell you about the resources that will be available to guide you through this process for the next several important years for the University.

Lisa Rudgers