

LSU



USING AN AGENCY APPROACH TO SERVE COMMUNICATIONS NEEDS

SARA WHITTAKER
LSU FOUNDATION



A photograph of graduates in caps and gowns, viewed from behind, with a purple overlay. The text is centered over the image.

A LITTLE (OK, a lot) ABOUT ME & MY TEAM



BLUEPRINT GROWTH

- 1.5 > 5 in one year
- Full staffing (8) in two years
- Modeling creative agencies
- Maximizing resources



Want to partner? We do, too!

We're easy to track down (we're communications folks, after all), plus we're on JIRA:

<https://jira.lsufoundation.org/servicedesk/customer/portal/15>



ANNUAL GIVING

copy and design for print solicitations, e-solicitations and stewardship touchpoints



CREATIVE & COPY ASSETS

boilerplate language, photography, presentations, samples, story-writing, talking points, templates



EVENT SUPPORT

collateral, promotional items, talking points



NEW PUBLICATIONS

copywriting, design, editing, copy review



PRINTING

business cards, envelopes, letterhead, note cards, shells, you get the idea ...



PROPOSALS

copywriting, design, editing, copy review



PUBLICITY

Cornerstone, media relations (including press releases), social media, web promotion, etc.



WEB

lsufoundation.org
lsufoundation.planmylegacy.org



SOCIAL MEDIA

Facebook, Twitter, LinkedIn

We ♥ thinking (and talking) big picture, lead time, repurposing content and waving our magic wands to make your lives easier and your work even better.

Let's create *great* together.



JESSICA CHEVIS • Proposal Writer

8-2386 • jchevis@lsufoundation.org

vision shaper, language crafter, nuance capturer

focus: proposals, proposals, proposals

tricks of the trade: former fundraiser, research enthusiast, jazz piano music (and coffee)
BA in Mass Communications (Broadcast Production), Loyola University New Orleans
MA in Arts Administration, University of New Orleans



CHELSEY GRAHAM • Web Communications Coordinator

8-2415 • cgraham@lsufoundation.org

HTML whisperer, problem solver, CSS lover

focus: email marketing, web design and analytics, social media
tricks of the trade: variable data, list-making, a soft spot for code
BFA in Studio Art (Graphic Design), LSU



JENNIE GUTIERREZ • Assistant Director of Communications

8-3836 • jgutierrez@lsufoundation.org

storyteller, angle finder, Jane of all (marcom) trades

focus: Cornerstone, content, advertising
tricks of the trade: editorial calendars, broadcast background, old-school planner
BA in Mass Communications (Journalism), Loyola University New Orleans



ASHLEY MOTSINGER • Graphic Designer

8-1998 • amotsinger@lsufoundation.org

brand detective, Queen of Kern, paper snob

focus: print design
tricks of the trade: Mac, brand standards, white space
BFA in Studio Art (Graphic Design), LSU



SARA WHITTAKER • Senior Director of Communications & Marketing

8-8164 • swhittaker@lsufoundation.org

conceptualizer, word nerd, eagle eye

focus: strategy, content, media relations
tricks of the trade: storyboards, production schedules, iced lattes
BA in Mass Communication (Public Relations), LSU
MS in Human Resource Education, LSU

A photograph of graduates in purple gowns and caps, seen from behind, walking in a procession. In the background, yellow banners with the LSU logo are visible. The text "A LITTLE(ish) ABOUT YOU & YOUR TEAMS" is overlaid in white, bold, sans-serif font.

A LITTLE(ish) ABOUT YOU & YOUR TEAMS



NATURE OF YOUR MARCOM FUNCTION

- Your role
- Size of your marcom team
- Top challenge or opportunity in development communications



**WHY AGENCY?
AGENCIES HAVE
CLIENTS.**





WISH LISTS, LOW-HANGING FRUIT & LANDMINES

- Building trust
- Meeting varied interests
- Moving from reactive to proactive (Hint: Don't reinvent the wheel!)
- Experiential learning

Deciding what we're
not going to do is just
as important as
deciding what we *are*
going to do.





FY18 Tools Requested by Campus Team COMMUNICATIONS AND MARKETING

QUARTER ONE: JULY-SEPTEMBER

Tactic	Category and Theme
planned giving gift-specific one-sheeters	Planned Giving: Ways to Give
LSU-branded pocket folders	Donor Comm: Leave Behinds
LSU-branded notecards	Donor Comm: Touchpoints
Cornerstone asset-sharing through PDFs, Word and photos	Donor Comm: Touchpoints
Benchoff introduction one-sheeter	Donor Comm: Leadership
infographics template highlighting general unit points of pride	Donor Comm: Visual Assets
education about how LSUF comm/marketing supports DOs	Internal Comm: Client Services
press release protocol	Media: Protocol
InDesign, Word templates for all-in-one piece, one-sheeter	Major Gifts: Leave Behinds
precursor-to-gift-agreement form (discussion tool)	Major Gifts: Ways to Give

QUARTER TWO: OCTOBER-DECEMBER

Tactic	Category and Theme
PowerPoint templates with boilerplate slides	Donor Comm: Presentations
impact of endowments leave behind	Major Gifts: Endowments
library of peer collateral	Internal Comm: Samples
library of campus collateral	Internal Comm: Samples
curated batch of general one-sheeters (e.g., unrestricted gifts)	Major Gifts: Leave Behinds
photography assets	Donor Comm: Visual Assets
invitation templates	Donor Comm: Events
warm-up pieces for cold prospects	Donor Comm: Warm-ups
development facts and messaging reference	Internal Comm: Philanthropy at LSU
philanthropy infographic	Major Gifts: Philanthropy at LSU
general LSU, LSU Foundation infographics	Donor Comm: Visual Assets

QUARTER THREE: JANUARY-MARCH

Tactic	Category and Theme
impact report templates	Major Gifts: Impact Reporting
greeting cards (birthday, congratulations, sympathy, get well)	Donor Comm: Touchpoints
Board of Regents Superior Grad Scholarships proposal template	Major Gifts: Board of Regents Match
Board of Regents professorship proposal template	Major Gifts: Board of Regents Match
annual year-in-review leave behind	Donor Comm: Philanthropy at LSU
email touchpoint template	Donor Comm: Email Marketing

Sara Whittaker Senior Director of Communications and Marketing
swhittaker@lsufoundation.org or 578-8164
June 19, 2017



FY18 Tools Requested by Campus Team COMMUNICATIONS AND MARKETING

QUARTER FOUR: APRIL-JUNE

Tactic	Category and Theme
creative gifts one-sheeter (e.g., philanthropic mortgage)	Major Gifts: Ways to Give
email touchpoint assets (visual and copy)	Donor Comm: Email Marketing
planned giving infographics	Planned Giving: Ways to Give Visualization
impact of gifts over time leave behind	Major Gifts: Ways to Give
fellowships marketing kit leave behind	Major Gifts: Ways to Give
personalized gift illustrator tools	Major Gifts: Ways to Give Visualization
e-newsletter template	Donor Comm: Email Marketing
annual report template	Donor Comm: Unit Publications

ONGOING

Tactic	Category and Theme
videos (as resources are available)	Donor Comm: Touchpoints
proposal templates and flexible assets	Major Gifts: Proposals
facilitate funnel of LSU news, philanthropic tie-ins to team	Internal Comm: LSU News
talking points and suggested donor outreach for news/press	Internal Comm: Media

Sara Whittaker Senior Director of Communications and Marketing
swhittaker@lsufoundation.org or 578-8164
June 19, 2017

FY19 PLANNING: CHECKING OUR SETTINGS

- Strategic plan
- Fundraising priorities
- Operational priorities



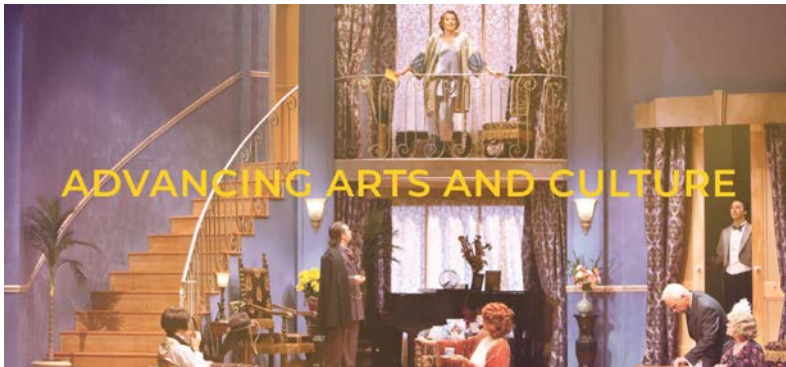
FY19 Communications Plan COMMUNICATIONS AND MARKETING TEAM

Goal 4: Engage key stakeholders via audience-specific communications plans.

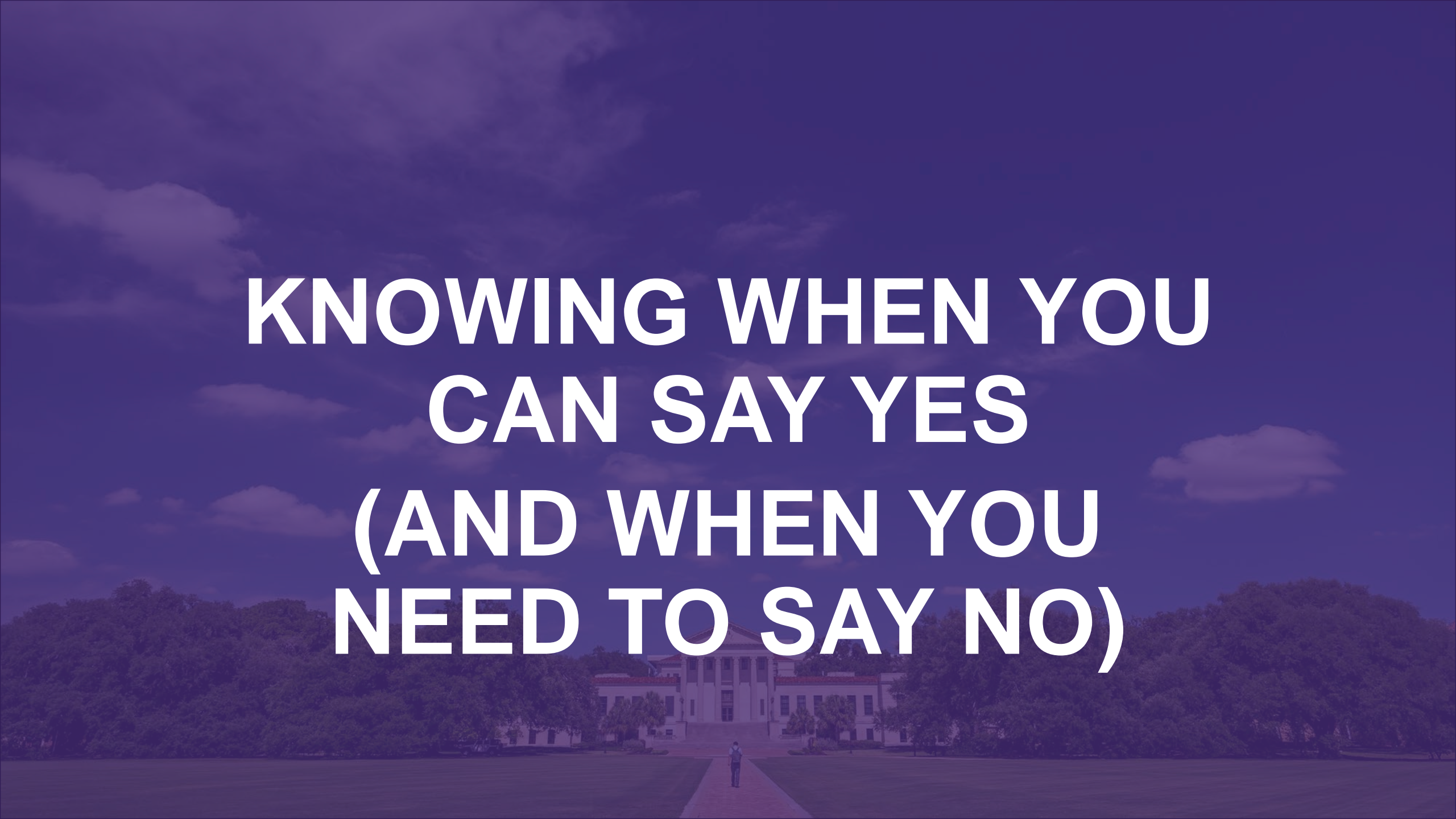
Objective 1: Develop and implement re-envisioned internal communications plan.

Strategies:

- Develop message table for Board of Directors.
- Develop message grid (driven by news type) for development enterprise.
- Support cohesion among related efforts of Center for Philanthropy-based teams.



**KNOWING WHEN YOU
CAN SAY YES
(AND WHEN YOU
NEED TO SAY NO)**





PROCESS

- What types of job management tools do you use?
- Our master project tracker
 - Start > Due > Drop/In Market
 - Primary point of contact
 - Category(s)
- Basecamp





EVOLUTION OF A MASTER PROJECT TRACKER

Q	Start	Due	Drop	Project	Tactic(s)	Medium	Vehicle	#1 Category	#2 Category	PM	Collaborator	Client
1	7/1/2018		7/5/2018	Web, Critical Mention, Social Media Reports		email	analytics template	Social Media		CG		
1	7/24/2018		7/31/2018	Foundation in a Flash (Basecamp link)		email	monthly e-newsletter	Internal Comm		CG	JG	Brandy
1	7/2/2018	7/31/2018	8/20/2018	Call Center Feedback Tool	post-call survey or rating	email	email follow-up	Annual Giving		CG	SW	Julie
1	7/1/2018		7/31/2018	Job Alerts		email	email sign-up	Talent Management		CG		Brandy
1	7/6/2018	7/16/2018	8/3/2018	Parent & Family Newsletter		email	monthly e-newsletter	Annual Giving		CG	JG	MDP



Fiscal-Year-in-Review Stewardship Mailer 180725 1

21/28 completed

All FY18 annual giving donors (est. 12K)

- ☐ Draft web content storyboard/copy Mon, Jul 9 Sara W. Jennie G.
- ☐ D1 web content storyboard/copy due to AS, AR, JL, MDP Wed, Jul 11 Sara W.
- ☐ D1 web content feedback due to SW Fri, Jul 13 Anne S. Ally R. Julie L. Meghan P.
- ☐ D2 web content due to CG Mon, Jul 16 Sara W.
- ☐ Web content live Fri, Jul 20 Chelsey G.
- ☐ Piece drops Tue, Jul 24 Ashley M.
- ☐ Secure samples for marcom files Tue, Jul 31 Ashley M.

Add a to-do

- ☒ D4 design uploaded to printer's FTP Tue, Jul 10 Ashley M.
- ☒ D3 design feedback due to AM Fri, Jul 6 Anne S. Ally R. Julie L. Meghan P.
- ☒ D2 design feedback due to AM Tue, Jun 26
- ☒ D3 design due to Strat Comm, AS, AR, JL, MDP Fri, Jun 29 Ashley M.
- ☒ Donor profiles due to SW Tue, Jun 5 Jennie G.
- ☒ D1 design feedback due to AM Tue, Jun 19 Jennie G.
- ☒ Schedule photo of loyal donor Jennie G.
- ☒ D2 design due to AS, AR, JL, MDP Thu, Jun 21 Ashley M.
- ☒ Interview loyal donor Jennie G.
- ☒ D1 design due to SW, JG Tue, Jun 19 Ashley M.
- ☒ D3 copy due to AM Tue, Jun 12 Sara W.
- ☒ D2 copy due to Strat Comm, AS, AR, JL, MDP Tue, Jun 12 Sara W.
- ☒ D1 copy feedback due to SW, JG Mon, Jun 11 Anne S. Ally R. Julie L. Meghan P.
- ☒ Secure photo of Jose Jennie G.
- ☒ Interview Jose Jennie G.
- ☒ D1 copy due to AS, AR, JL, MDP Wed, Jun 6 Sara W.
- ☒ Secure printing quotes (two sizes?) Fri, May 25 Ashley M.
- ☒ Loyal donor selection due to JG Fri, May 25 Ally R. Julie L.
- ☒ D2 storyboard due to AM Fri, May 25 Sara W.
- ☒ D1 storyboard feedback due to SW Wed, May 23 Anne S. Ally R. Julie L. Meghan P.
- ☒ D1 storyboard due to clients Fri, May 18 Sara W. Ashley M. Jennie G.

AG Tip Sheet

0/7 completed

- ☐ Share outline w/ team Jul 3 - Jul 13 Sara W.
- ☐ Feedback on tip sheet due to SW Jul 13 - Jul 20 Julie L. Meghan P. Angelica M. Joslyn J. Ashley M. Jennie G. C...

Parent & Family Programs e-Newsletter

1/2 completed

- ☐ Build editorial calendar for FY19 Jul 3 - Jul 6 Sara W.
- ☒ Log dates (start and due) in master production schedule Jul 3 - Jul 6 Chelsey G.

FY18 Non-Matching Employer Mailing 180618

13/14 completed

- ☐ Save sample for files Jun 27 Ashley M.
- ☒ Mailing Drops Jun 18 Meghan P.
- ☒ Log design in Smartsheet Jun 8 Ashley M.
- ☒ ...

FYE E3 180629

- ☒ Bounce report due to Amanda Goldstein Jul 3 Chelsey G.

- ☒ Email report due to AG, SW Jul 2 Chelsey G.

- ☒ E3 drops Jun 29 Chels...

Fiscal-Year-in-Review Stewardship Mailer 180725

21/28 completed

- ☐ Draft web content storyboard/copy Jul 9 Sara W. Jennie G.
- ☐ D1 web content storyboard/copy due to AS, AR, JL, MDP Jul 11 Sara W.

First-time Donor Packet Refresh 180801

7/13 completed

- ☐ D2 design due to AG, SW, Strat Comm Jul 10 Ashley M.
- ☐ Incorporate Strat Comm design feedback Jul 17 Ashley M.
- ☐ Log design in Smartsheet ...

FY19 Engineering Mailing 180815

6/20 completed

- ☐ D2 edits from ENG due to JG Jul 6 Meghan P.
- ☐ D3 (final) copy due to AM, Strat Comm Jul 10 Jennie G.
- ☐ D1 design due to AG, JG Jul 10 Ash...

Leadership Anniversary DM 180820

1/16 completed

- ☐ Printing quote added to shared drive
- ☐ D1 copy and storyboard due to AG
- ☐ D1 copy and storyboard edits due to SW
- ☐ Final copy due to AM, Strat Comm
- ☐ ...

Back to School E 180825

1/17 completed

- ☐ D1 copy and storyboard due to AG, CG
- ☐ D1 copy and storyboard edits due to SW
- ☐ Final copy due to CG, Strat Comm
- ☐ D1 test preview due to AG, SW
- ☐ Incorp...



STORYBOARD

FINAL ARTWORK

Pretty Betty E2 Follow-up to Pretty Betty

Tuesday, June 5, at 2 p.m. (Drop A/B test at 10 a.m.)

APPEAL CODE & GIVING URL

<https://securelb.imodules.com/s/1585/17/interior.aspx?sid=1585&gid=1&pgid=439&cid=1080&appealcode=LSU2SP18E3>

EMMA AUDIENCE

Annual Giving Solicitation

COPY

From: LSU

Email Sender/Reply To: annualgiving@lsufoundation.org

Subject A: When we all do our part ... /Pre-header A: LSU shines.

Subject B: I'm in!/Pre-header B: Respond before June 30.

[mimic mailer envelope teaser]

[LSU logo]

EVERY TIGER. EVERY YEAR.

RESPOND BEFORE JUNE 30!

[Use background of header image as background or other design element, with text overlaid, etc. Needs to be much taller if we use as background]



Community means a little something extra at LSU, and it's because Tigers like you care enough to **give every year.**

<Name>, in <Year>, you gave <Giving> to LSU. Please renew your support by June 30.

All it takes is clicking "I'm in!" below to make your gift today.

[same give button as in E1]



EVERY TIGER. EVERY YEAR.

Community means a little something extra at LSU, and it's because Tigers like you care enough to give every year.

Chelsey, in 2015, you gave \$525 to LSU. Please renew your support by June 30.

All it takes is clicking "I'm in!" below to make your gift today.

GIVE NOW: **I'M IN!**





STORYBOARD

COPY & DESIGN NOTES



DRAFT HSS Case Statement Storyboard COMMUNICATIONS AND MARKETING

Tone of piece: unapologetically awesome; we can be in the top 10 liberal arts programs in the U.S.

- Include tight, excellence-driven **cutlines** that are unobtrusive to the design. Through the **cutlines**, we can complement the photos and text with examples that underscore the key points of the copy.

Working Specs:

- 28 pages + cover
- 14"x10" folded to 7"x10", saddle-stitched
- true cover, text weight inside
- matte stock
- printed on digital press

COVER (1) "quintessential HSS" photo <ul style="list-style-type: none">• engaged student• achievement/joy/experiencing life• confidence• excellence	
INSIDE FRONT COVER (2) <ul style="list-style-type: none">• simple graphic elements that convey LSU (e.g., colors)• focus on drawing eye to page 1	3 The beating heart of a great institution is found within its liberal arts departments. <ul style="list-style-type: none">• graphic element reflecting beating heart?
4 LSU's success is directly tied to ours: <i>every</i> LSU student learns in the College of Humanities & Social Sciences' classrooms. <ul style="list-style-type: none">• double-truck photo of students in classroom with faculty member (expansive photo complements language)	5 Our faculty introduces the traditions of excellence and core critical thinking and communication skills that set LSU graduates apart from their peers.



D2 HSS Case Statement Copy & Design Notes COMMUNICATIONS AND MARKETING

Spread 8

PAGE 18 / Core Funding Area
Signature Experiences - \$45 million

We don't simply graduate students. We shatter ceilings. From the moment we invite a student to consider Humanities & Social Sciences until we shake their hand at graduation, we offer experiences that instill self-confidence and prepare our graduates to lead, serve, and shape our world.

PAGE 19 / Gifts to fund signature experiences will:

- leverage micro grants to close the financial gap for students who could not otherwise afford to graduate
- expand access to study abroad and internship experiences that broaden students' worldviews
- give every student, regardless of financial background, the opportunity to leave LSU knowing that any dream is within reach

[pie- or cheerio-style mini chart]

Scholarships/Micro-Grant Program - \$30 million

Study Abroad Endowment - \$10 million

[Brittany Marshall in Buenos Aires on Argentina's Independence Day]

Study abroad opens the door to worldwide travel for students like Brittany Marshall, a first-generation college student who works three jobs to put herself through school. A professor told Brittany that immersing herself in the culture of a Spanish-speaking country is the best way to truly learn the language, but such travel was beyond her financial reach. A scholarship made it possible for Brittany to study in Argentina for five weeks, preparing her to successfully pursue her dream of teaching Spanish in underserved communities.



PROPOSAL WRITING CHECKLIST

NOTE: This checklist is an internal planning tool for our team but may help you think through how your proposal will come together. We look forward to working with you!

COLLEGE/UNIT:
DEVELOPMENT OFFICER:
COLLABORATORS:
DONOR NAME:
EXPECTED DONOR MEETING DATE:

COPY:

- ☐ Pre-proposal or proposal?
- ☐ Ask amount?
- ☐ Gift structure and/or giving vehicles?
- ☐ Program(s) requesting funding for?
- ☐ Existing text about program(s)? Previous proposals to reference?
- ☐ Who can provide more information about program(s)?
- ☐ Language: Donor-centric/personal/heartstrings or straightforward/matter-of-fact?
- ☐ Copy: text-heavy/descriptive or short/direct?
- ☐ Writing style preference (e.g. AP or Chicago)?

DESIGN:

- ☐ Number of pages?
- ☐ Front and/or back cover?
- ☐ Photos? How many?
- ☐ Who can provide photos?
- ☐ Other images/graphics?
- ☐ Infographics or charts?
- ☐ Model off an existing template?
- ☐ Hard copy, electronic version, or both?

PRINTING (if hard copies needed):

- ☐ Number of copies?
- ☐ Booklet format (if 4 or more pages) or single/double-sided unbound?
- ☐ Printed in-house or professionally?
- ☐ Presentation folder needed?
- ☐ Date hard copies needed in-hand?

NEXT STEPS:

- ☐ Proposal Writer will discuss request with Communications/Marketing team to move into queue
- ☐ If professional printing is requested, Graphic Designer will contact DO for more details
- ☐ Proposal Writer will send follow up email to DO with estimated production timeline
- ☐ Proposal Writer will build out detailed production schedule and create JIRA ticket
- ☐ Proposal Writer and/or DO will set up meetings or phone calls as needed to discuss drafts



SAMPLE PROPOSAL PRODUCTION SCHEDULE

Proposal Name: Principal Gift Sample / JIRA Ticket CMHD-XXXX

Scope of Work: Copy and Design (i.e. completely customized, A to Z support)

Participants: Development Officer (DO), Jessica Chevis (JC), Ashley Motsinger (AM), Sara Whittaker (SW)

Color Key:

Storyboard Phase

Copy Phase

Design Phase

SAMPLE PROPOSAL PRODUCTION SCHEDULE

Action	Assignee / Team Lead	Due Date (by close of business)	Ideal Timeframe (business days)	Details
Support requested	DO	Thursday, August 24, 2017	2-3 months in advance of donor meeting	Support requested by DO (can be through JIRA, email, phone, meeting request, etc.)
Seek direction on copy and design	JC	Thursday, August 24, 2017	During first meeting	Can be discussed during initial meeting or as a follow up
Begin gathering research and design assets	JC	Friday, August 25, 2017	Immediately after support is requested	JC researches donor, college, and program(s); gathers relevant background materials; determines design asset needs (i.e. photos, graphics)
Discuss proposal request with Communications/Marketing team	JC	Friday, August 25, 2017	Immediately after support is requested	JC discusses proposal request and production timeline with Communications/Marketing team
Create production schedule and build out JIRA ticket	JC	Tuesday, August 29, 2017	2-3 days after support is requested	Deadline and tasks based on the donor meeting date; JC aims to email production schedule to participants 2-3 days after support request
D1 storyboard (with design notes) due to SW	JC	Tuesday, September 5, 2017	1-2 weeks after support is requested	JC drafts storyboard based on original input from DO including basic design and photo/graphics notes; JC saves in shared folder and alerts SW
D1 storyboard notes due to JC	SW	Wednesday, September 6, 2017	1 day after D1 sent to SW	SW saves in shared folder and alerts JC
D2 storyboard made available to team	JC	Thursday, September 7, 2017	1 day after D1 edits sent to JC	JC emails to participants; saves in shared folder
D2 storyboard notes due to JC	DO	Tuesday, September 12, 2017	2 days after D2 sent to team	Participants send JC notes or edit using "track changes" in Microsoft Word
D3 (Final) storyboard made available to team	JC	Thursday, September 14, 2017	1 day after D2 notes sent to JC / 2.5 weeks after support is requested	JC emails to participants, saves in shared folder, alerts AM so she can start designing template
D1 copy due to SW	JC	Monday, September 18, 2017	3-3.5 weeks after support is requested	JC drafts proposal copy and saves in shared folder; alerts SW
D1 copy notes due to JC	SW	Tuesday, September 19, 2017	1 day after D1 sent to SW	SW reviews copy using tracked changes and saves in shared folder; alerts JC
D2 copy made available to team	JC	Wednesday, September 20, 2017	1-2 days after D1 edits sent to JC	JC emails to participants, saves in shared folder
D2 copy edits due to JC	DO	Friday, September 22, 2017	1-2 days after D2 sent to team	DO edits using "track changes" in Microsoft Word (or other preferred method) and emails to JC
D3 copy made available to team; cc: legal (Leu Anne Greco) and donor relations (Molly Mayeux), if applicable	JC	Monday, September 25, 2017	1-2 days after D2 notes sent to JC	JC emails to DO, Leu Anne, and Molly; saves in shared folder; Leu Anne and Molly communicate directly with DO with any questions
D3 copy edits due to JC	DO	Wednesday, September 27, 2017	1-2 days after D3 sent to team	DO edits using "track changes" in Microsoft Word (or other preferred method) and emails to JC
D4 copy due to SW for final review and proofread	JC	Thursday, September 28, 2017	1 day after D3 notes sent to JC	JC incorporates final edits and sends to SW for final review (seek DO's guidance on any conflicting edits; DO to be decision-maker on conflicting edits, unless they prefer to defer to JC)
D4 copy edits due to JC	SW	Friday, September 29, 2017	1 day after D4 sent to SW	SW edits using track changes, saves in shared folder for JC
D5 (FINAL) copy made available to team	JC	Monday, October 2, 2017	1 day after D4 notes sent to JC / 5 weeks after support is requested	JC emails to DO; saves in shared folder and alerts AM
D1 design available for review	AM	Monday, October 9, 2017	3-5 days after final copy made available / 5.5-6 weeks after support is requested	AM saves in shared folder and alerts JC (copy should be finalized before design begins)
D1 design notes due to AM	JC	Tuesday, October 10, 2017	1 day after D1 sent to team	JC reviews and shares notes with AM



SAMPLE PROPOSAL PRODUCTION SCHEDULE

Action	Assignee / Team Lead	Due Date (by close of business)	Ideal Timeframe (business days)	Details
D2 design available for review by team	AM	Wednesday, October 11, 2017	1 day after D1 notes sent to AM	AM saves in shared folder; JC emails to DO
D2 design notes due to JC	DO	Friday, October 13, 2017	1-2 days after D2 sent to team	DO provides notes to JC and JC shares with AM
D3 design available for review by team	AM	Tuesday, October 17, 2017	1-2 days after D2 notes sent to AM	AM saves in shared folder; JC emails to DO
D3 design notes due to JC	DO	Thursday, October 19, 2017	1-2 days after D3 sent to team	DO provides notes to JC and JC shares with AM
D4 (FINAL) design available	AM	Friday, October 20, 2017	1 day after D3 notes sent to AM / 7-8 weeks after support is requested	AM saves in shared folder; JC emails to DO
FINAL proposal review	JC/SW	Friday, October 20, 2017	Day of or after final design is complete	JC and SW do quick final review of completed proposal
Final proposal printed in-house OR sent to professional printer	AM	Monday, October 23, 2017	Day of or after final design is reviewed / 7-8 weeks after support is requested	AM prints in-house OR sends to professional printer. *In-house printing is available same-day, but allow 2 weeks for professional printing.
Final proposal delivered to DO (if printed in-house)	JC	Monday, October 23, 2017	Day of in-house printing / 7-8 weeks after support is requested	JC delivers to DO
Final proposal delivered to DO (if professionally printed)	JC	Monday, November 6, 2017	9-11 weeks after support is requested	JC delivers to DO
Donor meeting	DO	October 24 - November 7, 2017	2-3 months after support is requested	DO presents hard copy (or electronic version) of proposal to donor

A photograph of graduates in purple gowns and caps, viewed from behind, with a purple overlay. The text is centered in white.

**IF YOU GIVE A MOUSE
A COOKIE ...**

REPORTING BACK

FOUNDATION IN A FLASH

June 2018

Communications & Marketing

Creative Gift Options One-Sheet

A new creative gift options one-sheet is available for print-on-demand. This one-sheet highlights three creative gift options: virtual endowments, philanthropic mortgages and step-up gifts.

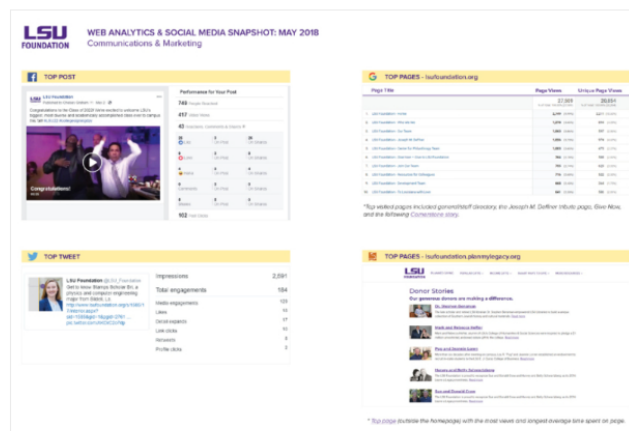
Download it [here](#).

New Lobby Touchscreen Content

You may notice some vibrant new content on one of our lobby touchscreens! We are proud to feature an in-depth look at the iconic LSU selections for the "Roger H. Ogden Spirit of LSU" exhibit, which we enjoy every day within the Center for Philanthropy's Laura and Buddy Leach Gallery.

May Social Media and Web Report

[Click to expand.](#)



Media

[Letter to the Editor:](#)
[Clarence P. Cazalot Jr.](#)
Houma Today, June 7

[Grace Notes: Let's hope](#)
[3rd time's the charm for](#)
[Big Charity](#)
[redevelopment](#)
The Advocate, May 30

[Inequity in city's health](#)
[system has adversely](#)
[affected black New](#)
[Orleanians, report says](#)
Times Picayune, May 30

*Note: These stories were
picked up by multiple
news outlets.*

**Employee Assistance
Program**
[Overhaul Your Morning
Routine](#)

401K Tip of the Month
[Save Early, Reach Your
Goal](#)



REPORTING BACK (continued)

To: Development Staff - Full <development@lsufoundation.org>

Subject: Frontline Update

Colleagues,
Please review the updates outlined below;

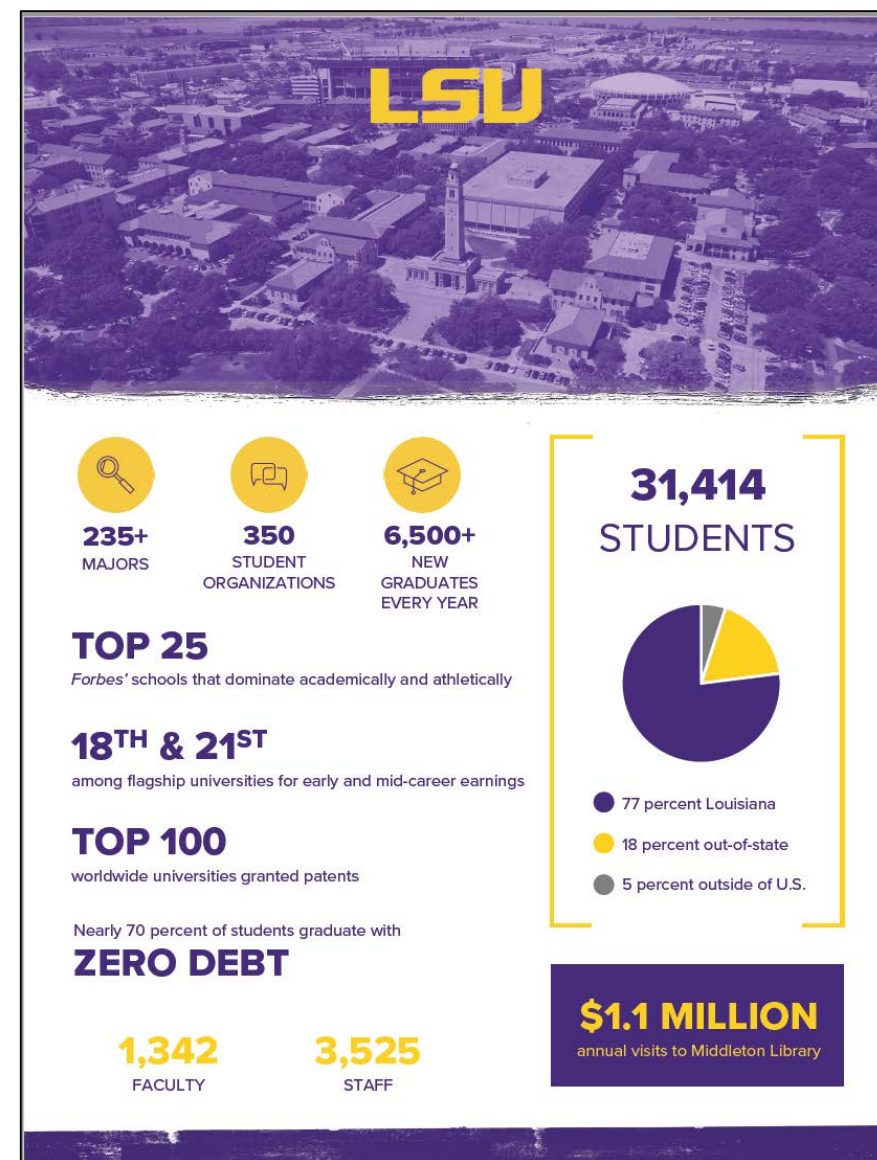
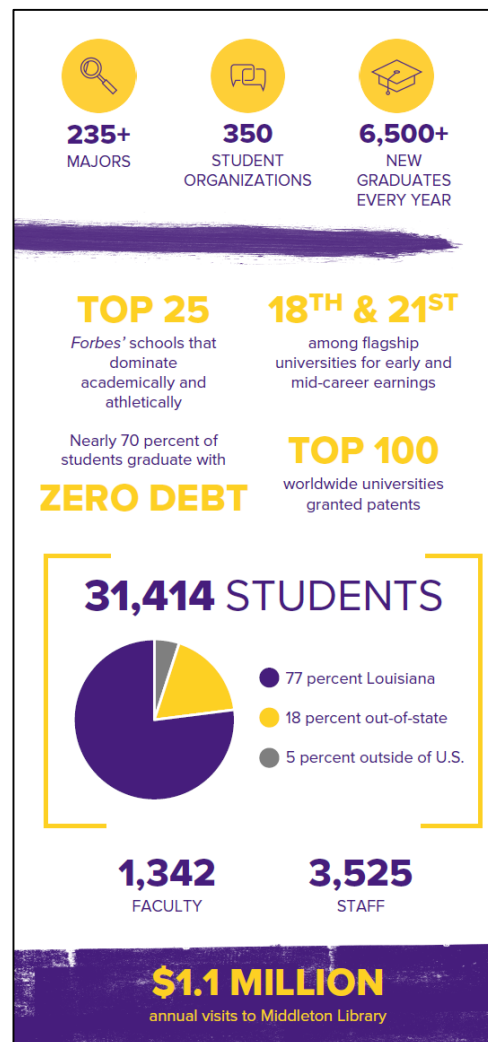
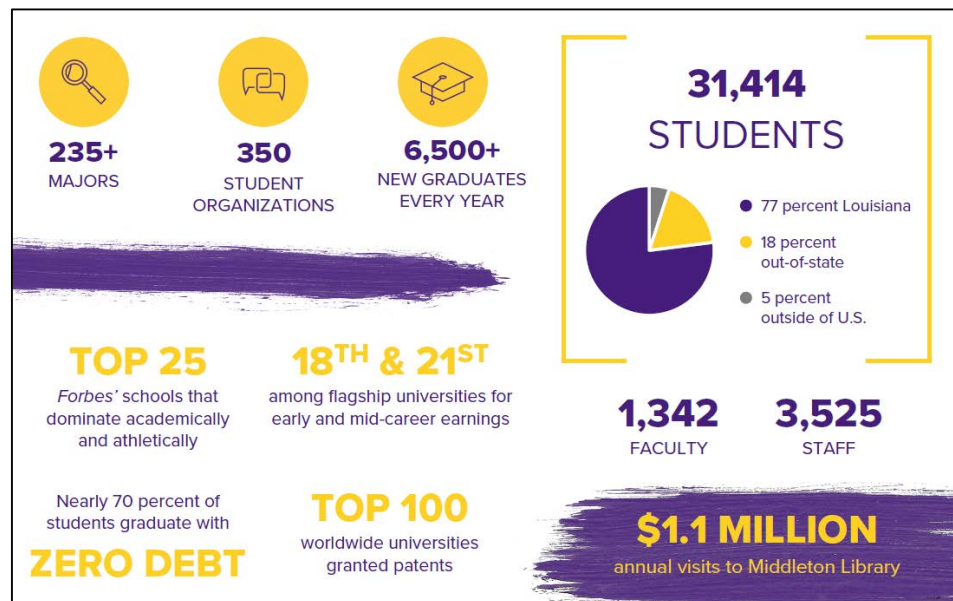
Communications:

PHILANTHROPY AT LSU ONE-SHEETER

This Philanthropy at LSU one-sheeter is an update to a similar piece we created a few years ago. As we further develop communications for the statewide campaign, we will create other tools that present fundraising entities at LSU (statewide) through more unified and inclusive messaging.

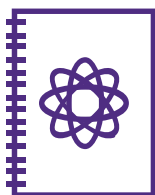
NEW LSU ONE-SHEETERS AND POWERPOINT TEMPLATE

A new, customizable PowerPoint deck with statistics about LSU's campuses statewide is available in [SharePoint](#). One-sheeters about LSU's recent economic impact study and its "One LSU: Eight Institutions" structure are available in the "University Publications" section of the ["Publications" page in SharePoint](#).





TOOLKITS & TEMPLATES: APPLICATION



Infographic Template Tips

COMMUNICATIONS AND MARKETING

ASSETS

These assets do not require using a design program, but please follow your college's/unit's communications protocol when using them.

- **LSU University-Wide** is a suite of general infographics showcasing university-wide highlights.
- **LSU Customizable with Proxima Nova** is the preferred suite of templates and is for colleagues who have the Proxima Nova font family (one of LSU's preferred typefaces).
- **LSU Customizable with Standard Font** is for colleagues who don't have Proxima Nova.

FEEDBACK

These are new resources, and we would appreciate hearing from you if/as you experience hiccups with them. Please reach out to us with questions or concerns about working with these templates.

USES

These infographics are for:

- dropping into materials for donors
- sharing with donors electronically
- printing as on-demand leave behinds

If you have needs beyond the uses noted above, please let us know so we can brainstorm solutions, repurpose other pieces and/or get a new project started for you in our queue. And if you come up with another way to use these assets, we'd love to share your idea with the development team!

CONTENT

These assets have been approved by LSU Strategic Communications as they are, so please do not adjust any design elements. Fonts, weights and point sizes are intentional and consistent. If you need to make minor tweaks to accommodate copy, please work directly with your communications team or ours to make sure those tweaks align with LSU's brand platform.

Half-page assets do not have logos and so cannot stand alone; they can be shared as part of another, branded communications piece. Per LSU's brand standards, to be consistent with the one-sheeter templates, the full-page versions include the LSU logo and a spot to add your college/unit name. Please do not place your college/unit logo into these full-page templates.

COPY AND DESIGN REVIEW

We'd like to help you finalize your customized infographics when you have time to engage us; we understand that's not always possible. Please reach out to our team directly or submit a JIRA ticket on Communications and Marketing Service Desk: <https://jira.lsufoundation.org/servicedesk/customer/portal/15>. We can typically reply with copy and design review notes within one or two business days and expedite review when needed.



REPORTING

BACK: CAMPAIGNS



Thank a Donor Day

EVENT SUMMARY AND SAMPLE MATERIALS

Goal: To raise awareness of the impact philanthropy has on the LSU experience and show the Tiger community's appreciation to donors

Co-hosted by: LSU Alumni Association, LSU Foundation and Tiger Athletic Foundation, with support campus-wide and a committee of volunteers

Activities: Students, faculty and staff wrote and recorded personal messages of thanks to donors; messages were shared via mail, email and social media

Promotion: Photos and messages shared on social media with hashtag #LSUThanksYou and at lsufoundation.org/lsuthanksyou

Donor Communication: All current donors emailed event messaging the day before and the day of, and received link to landing page the next day; postcards and Thankview videos sent to leadership annual giving donors



3 locations



75 volunteers



2,500+ students



1,500 thank you postcards



10,000 Thank a Donor Day emails to LSU donors



Twitter totals for TADD posts by LSU Foundation

Impressions: 20,630

Engagements (clicks, likes, retweets): 1,043

Facebook totals for TADD posts by LSU Foundation

People Reached: 5,916

Reactions, Comments, and Shares: 214

Post Clicks (photo views and link clicks): 388

Emails - teaser (day prior), event day, post-event

38% average open rate

13% click rate to photo gallery and landing page

Web Stats - lsufoundation.org/LSUThanksYou

1,097 total page views as of 11/26/17

3 min. 10 sec. average time spent on page



REPORTING BACK: PROJECTS



PROJECTS

STEWARDSHIP
PUBLICATIONS
EVENTS
ANNUAL GIVING

PHOTOGRAPHY ASSETS

BUSINESS
CAMPUS STOCK
COMMENCEMENT
ENGINEERING
GENERAL STUDENTS
HSE
HSS
LAW
LIBRARIES
MASS COMM
SCIENCE
VET MED

COMMUNICATIONS AND MARKETING

Want to partner? We do, too!

SUBMIT A REQUEST



STEWARDSHIP
2018




PUBLICATIONS
2018



EVENTS
2017



ANNUAL GIVING
2017

The background image shows a group of graduates in purple gowns and caps, seen from behind, walking towards a stage. In the background, yellow banners with the letters 'LSU' are visible. The text 'BIG CLIENTS: ANNUAL GIVING CASE STUDY' is overlaid in the center in a bold, dark blue font.

BIG CLIENTS: ANNUAL GIVING CASE STUDY



PLANNING

- Production schedule
- Message grid
- Message table
- Look book





LOOK BOOK



MY PASSION. MY PURPOSE.
YES, I WILL GIVE!

Enclosed is my gift of:

☐ CASH ☐ CASH ☐ CASH

☐ CASH ☐ CASH ☐ CASH

I want to give to:

☐ -Designation- <Allo. Code>

☐ -Designation- <Allo. Code>

☐ -Designation- <Allo. Code>

☐ -Designation- <Allo. Code>

☐ -Designation- <Allo. Code>

☐ Other

My payment is by:

☐ Check payable to the LSU Foundation

☐ Credit Card

☐ This is a one-time gift.

☐ This is a recurring gift. Charge my card \$ _____ month

until I notify the LSU Foundation otherwise.

☐ Visa ☐ MasterCard ☐ Discover ☐ American Express

Card # _____ Exp. _____

Signature _____

Name on Card _____

Billing Address _____

If different

Save a Stamp!
Give online: www.lsufoundation.org/giveonline

LSU/Foundation

WE'RE LOUISIANA'S STATE UNIVERSITY.
PROUD TO BE KNOWN FOR OUR UNMATCHED SPIRIT
IN CLASSROOMS, LABS, ATHLETICS, AND
THE COMMUNITIES WHERE WE-AND YOU-LIVE.

ANYWHERE IN THE WORLD YOU GO,
IF YOU SHOUT OUR LETTERS,
YOU'RE LIKELY TO HEAR, "GO TIGERS!"

WE'RE NOT JUST
ANOTHER STATE SCHOOL.

Just with 100+ colleges that distribute citizenship and civility.

AT LSU,
MAKING A DIFFERENCE IS
MORE THAN A CATCH PHRASE.

Every year:

70,000 student service hours

6,500 new graduates

21,000 lives saved by voluntary blood donation

237,000 pounds of food donated through Louisiana 4-H

WE'RE HARD TO BEAT
AND EASY TO LOVE.

Remember your LSU pride, whenever you graduate, be proud enough to give the "Tiger" touch.

Your gift shows your LSU pride in the most important way - by making a difference, as we can make our state better.

TURN YOUR PASSION INTO PURPOSE TODAY.
lsufoundation.org/proud

Double, triple, or even quadruple your giving impact.

Many corporations and businesses offer matching gift programs that will match charitable contributions made by their employees, spouses or partners, or relatives. Visit our searchable matching gift site to find out if you are eligible: www.matchinggift.com/lsu

My employer is:

☐ Enclosed is my completed matching gift form.

☐ I have submitted my matching gift form through my company's online system.

What will your LSU legacy be?

Learn about the many ways LSU donors have been able to make meaningful contributions that also meet their financial planning goals.

☐ I have included a gift to LSU in my will or other estate plans.

☐ Send me information on the ways I can support LSU through planned giving.

☐ Please call me to discuss the many ways I can include LSU while planning for my estate.

Visit lsufoundation.plannedgiving.org for gift examples or to learn more.

LSU

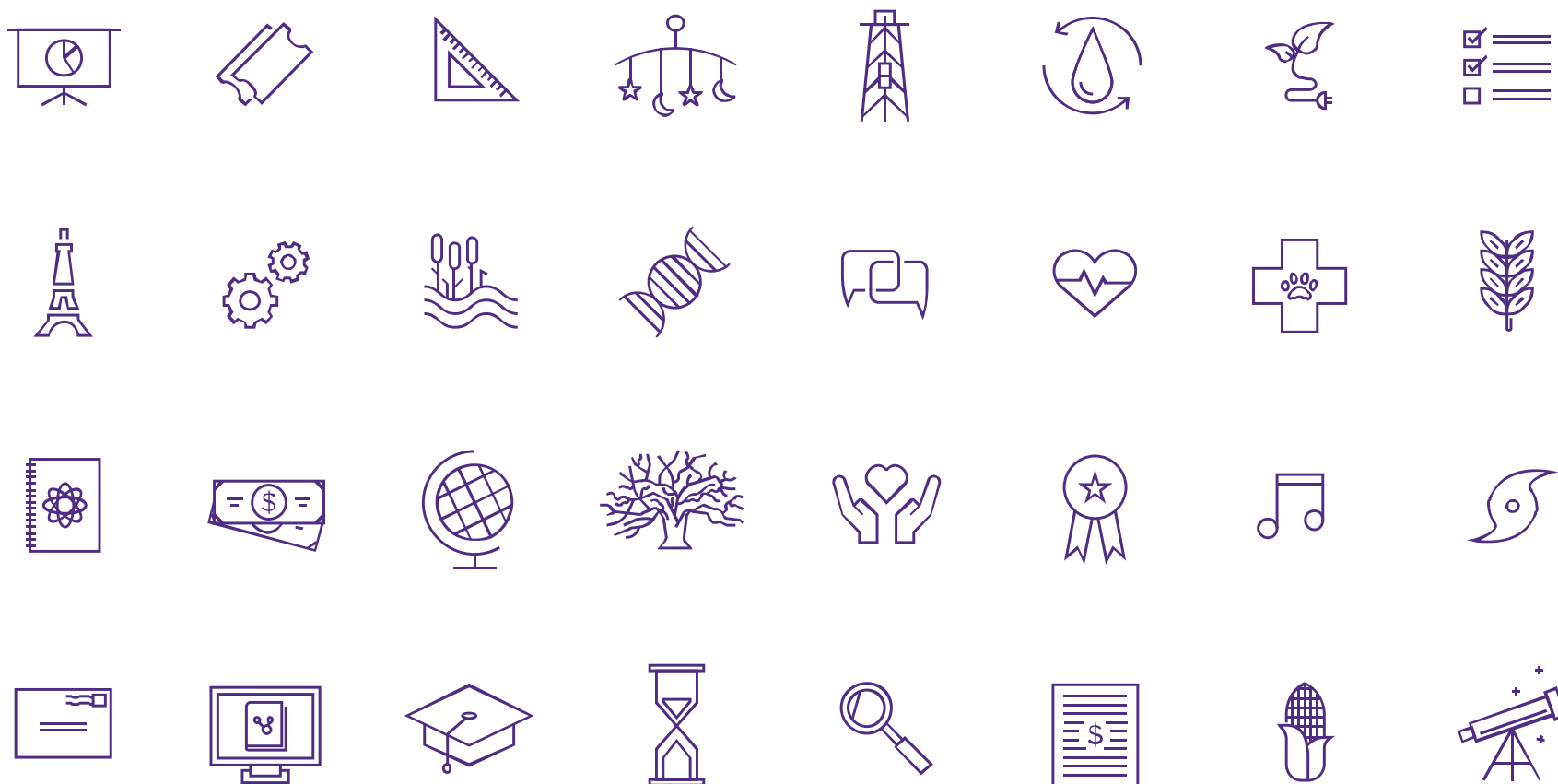
LSU Foundation
3796 Nicholson Drive, Baton Rouge, LA 70802
donor@lsufoundation.org 845-463-7624



- A collection of design inspiration.
- A way to bring the client into the design process at the beginning.
- An establishment for attitude, personality, language.
- **A FILTER FOR WHICH ALL DESIGN DECISIONS ARE MADE.**



CONTENT IS KING. SO, HOW DO WE KEEP IT TOPIC-FOCUSED AND PRIORITY-ALIGNED?





LET'S KEEP IN TOUCH!

Sara Whittaker

Senior Director of Communications & Marketing

LSU Foundation

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225-578-8164

