

# 2008 Pride of CASE V Awards Program

## **Title of entry**

Comprehensive materials for capital campaign, Opening Doors: A Campaign for St. Thomas

## **Category number and title**

13. Best Capital/Comprehensive Campaign - FD

## **Institution**

University of St. Thomas

## **Name and contact information for individual submitting entry**

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## **General description of the entry**

A variety of materials, in a variety of formats, to inform both on- and off-campus audiences about the capital campaign

## **Goals and objectives of the project**

The goal of these projects is to provide introduction to and explanation of the campaign's priorities, as well as explaining the importance of participation in the campaign. We have employed a variety of formats (print, web (not submitted here), physical) to increase the campaign's visibility to as many members of our target audiences as possible.

## **Description of how project fits into overall institutional and/or advancement goals**

The entire campaign – from its priorities to all of its marketing materials – has been inspired by three themes:

- Access (ensuring that a St. Thomas education is affordable to all qualified students)
- Excellence (supporting effective teaching and active learning that foster a holistic approach to education)
- Catholic Identity (deepening the identity of St. Thomas as a faith-based, Catholic university where the integration of faith and reason develops leaders who are committed to the common good)

These themes are based on the strategic priorities set forth by St. Thomas' board of trustees in an effort to strengthen the mission and vision of the university.

## **Audience**

Audiences differ greatly: on- and off-campus communities; all alumni (from 2008 to oldest alums); donors (both established and potential); general public; local business leaders.

**Total number of professional and support staff who worked on the program; please note the use of freelancers, outside agencies or volunteers**

18 (includes members of several departments (University Relations, Web & Media Services, Alumni & Constituent Relations, Development))

**Program budget and unit costs where applicable. Do not include staff salaries or postage in calculating total cost and cost per unit.**

Project	cost	quantity
minicase	\$4,298	10000
insert	\$2,853	500
insert 2	\$2,853	500
billboard	\$21,063	40
case	\$16,824	3500
nametags	\$1,055	1200
program	\$1,270	1000
invite	\$22,232	6000
stationery	\$6,800	10000
table drapes	\$392	4
vertical door banner	\$760	2
keychains	\$10,537	3350
gift bags	\$906	1000
magazine	\$33,200	80000
total	\$125,043	

**Any special circumstances or challenges faced**

Ensuring that the message of the campaign was worded and delivered appropriately for the wide range of audiences; establishing the Opening Door campaign while simultaneous capital campaigns at local and peer institutions were also launched or in progress; remaining flexible as priorities of campaign shifted; maintaining interest and relevance of campaign over time.

**Documented results, measurements of effectiveness**

As of June 8, St. Thomas has already raised \$342,661,989 of its \$500,000,000 stated goal.