

***Title of Entry:*** Biological Station Folder and Gift Prospect “Leave Behind”

***Institution:*** University of Michigan, College of Literature, Science, and the Arts (LSA)

***Category:*** 35 - Excellence in Design, Miscellaneous

***Individuals to Receive Credit for this Entry:***

Brandon Gheen, Multimedia Designer

Evan Hansen, Director of Marketing & Communications

Lisa Pappas, Biological Station Public Relations Coordinator

***Contacts:***

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***Budget & Costs:***

Budget for the project was set at a cap of \$5,000. By shifting from the original proposal of a large, offset-printed brochure to a static folder with changeable inserts and by using dies already in stock at the print vendor, projected costs were reduced despite the quality and uniqueness of the final piece. Additionally, the branded, matching inserts for this piece are a digital file that can be printed on any decent printer either in color or black in white (for fundraisers who are travelling). Thus there was no cost for printing. The folder itself cost \$3,250 for 2,000 copies, each printed on paper with recycled content and pulp from sustainably managed forest, emphasizing one of the research on climate change and sustainability that occurs at the Biological Station.

***Project Staff:***

LSA Development, Marketing & Communications (DMC) is an integrated development, marketing, and student recruitment office that addresses advancement opportunities for the College of Literature, Science, and the Arts at the University of Michigan. Each of the staff mentioned below is employed by LSA DMC with the exception of Lisa Pappas, who works directly for the Biological Station, an academic unit of LSA.

Evan Hansen, Director of Marketing & Communications, provided direction with regards to the target audience, the best format to meet needs, copy and design concept, and cost-saving opportunities. He also provided copy editing support. Lisa Pappas, Public Relations Coordinator, wrote the majority of the copy for the piece. And Brandon Gheen provided creative direction, designed the piece, and worked with print representatives on other production work – e.g., folds, die cuts, et cetera.

***Results, Effectiveness:***

LSA DMC attempts to assign clear objectives to every project and task in which it engages. While measuring the direct fundraising impact of this folder will be difficult, especially since this is a new piece just now being used with major gift prospects, it is clear that the final product met all objectives, and both LSA major gift officers and Biological Station staff are pleased with the folder and its template-based inserts.

*Design Objective: Provide an attractive, unique piece for fundraisers to leave behind with potential Biological Station donors*

- The final piece provides a branded shell to hold magazines, articles, gift proposals, letters, and other donor materials. The folder with inserts maintains the brand and provides basic information about the BioStation with no risk of becoming dated. The current piece focuses on the centennial of the facility, but the centennial focus will extend through the life of the piece over the next 3 years.

*Design Objective: Three year shelf life, minimum*

- Initial proposals from the BioStation were for a large fundraising brochure. By designing a folder instead, the shelf life was extended. A brochure with specific funding priorities would have become immediately obsolete once one priority had been funded.

*Design Objective: Reflect the unique BioStation experience*

- Many potential donors for the Biological Station are UM alumni who spent a summer at the facility doing research or taking classes. By showcasing actual facilities and giving the collateral a “field guide” aesthetic with the same rustic, campground, nature-heavy feel as the station itself, the design gives recipients an impression of what it’s like to experience the UM Biological Station – either again or for the first time.