

The Pride of CASE V Awards Program 2009

Abstract

Title of entry

“Building the Next Generation of Brilliant Futures” video

Category number and title

8. Best Video/DVD/CD-ROM, Fundraising, Alumni Relations or Commercial Spots — AR, FD, CM . Entries will be judged on the program's success in meeting its stated goals, use of resources, creativity, and impact on its department and institution.

Institution

University of Illinois Foundation; the independent official fundraising and private gift-receiving agency for the University of Illinois.

Name and contact information for individual submitting entry

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Names of all individuals responsible for entry

1. Don Kojich, University of Illinois Foundation, Associate Vice President for Marketing and Communications: client-side project management/coordination; liaison with campus advancement offices; arranged and conducted interviews with donors and students; reviewed rough cuts; provided feedback on project direction and approach; provided final approvals.
2. Amy Quigg, DAV Productions, Media Director: project lead on vendor side of the video project.
3. Matthew Orchowski, DAV Productions, Videographer: equipment selection and set-up; handled on-site equipment and shooting; assured quality capture of audio/video; assessed and assured lighting quality. Post-shoot work with editor.
4. Nick Perry, DAV Productions, Video Editor: Post-shoot work with videographer. Reviewed footage, post-shooting; selected appropriate shots for contribution to project purpose; trimmed, assembled, created sequence that fit project; created client rough cut(s) and final production version.

General description of the entry

The University of Illinois Foundation is a not-for-profit corporation responsible for encouraging and administering private gifts made to further the University's mission. In this capacity, and in partnership with the University and its three campuses, the Foundation

University of Illinois Foundation

conducts campaigns for University priorities, and provides central services to support fundraising activities. The UIF is currently leading the U of I's "Brilliant Futures" Campaign, publicly launched in 2007.

The UIF celebrates Annual Meeting Weekend each fall. A primary objective for the Weekend is conducting the Business Meeting (commonly known as Annual Meeting), during which attendees receive a thorough Foundation financial review and informational update, and also see the ways that private support and personal involvement are having a positive impact on the University and its constituencies. Sharing personal stories and their impact brings our giving community to life.

Featuring introductory commentary by University President B. Joseph White, "Building the Next Generation of Brilliant Futures" is a 7:30 video showcasing several student scholarship recipients and donors, all sharing their impressions of the impact and the lifetime ripple effect of student support. The decision to develop this video was based on the need to convey the measurable impact of private giving in a very personal, visual way to key audiences, as well as the capability offered by this medium to be used post-production in multiple venues, any time, anywhere.

The "Building the Next Generation of Brilliant Futures" video total run time is 7:30, and it was deployed via DVD and also posted online at the University of Illinois Foundation web site home. This video can be accessed via the University of Illinois Foundation home page at <http://www.uif.uillinois.edu/>, by scrolling down to the "Scholarships Change Lives — Hear How" header and clicking on the video playback icon.

Goals and objectives of the project

Given the UIF role in supporting and advancing the University of Illinois, project objectives for this video included: promoting the University's "Brilliant Futures Campaign" messaging; supporting the overall 2008 Annual Meeting theme of "Building the Next Generation of Brilliant Futures" in a visual, engaging manner; demonstrating to Annual Meeting attendees how scholarships make a measurable difference in students' lives; and, evoking an emotional, personal connection to our U of I students, and the work of the University in teaching, research, and public service.

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

This video project provided the UIF with the opportunity to showcase how the student support provided by our donors generates life-changing and lifelong impact for our students. Using a video approach permitted both a short-term and a long-term benefit delivery timeline—the video was initially broadcast at the 2008 Annual Meeting in October, and was later posted to the UIF web site, as well as deployed and used in the field by Special Events and Regional Gifts staff at various donor and alumni gatherings.

Audience

Target audiences included Foundation Members, Presidents Council members, and donors and alumni, all of whom are always eager to learn specifically how their financial support is actually creating measurable impact in the lives of students. The "Building the Next

Generation of Brilliant Futures” video provided a way for audience members to see and hear what their donor and alumni peers believe is important relative to student support, and also helped viewers to experience how students feel about such private support.

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

1. Don Kojich, University of Illinois Foundation, Associate Vice President for Marketing and Communications: client-side project management/coordination; liaison with campus advancement offices; arranged and conducted nine interviews with donors and students; reviewed rough cuts; provided feedback on project direction and approach; provided final approvals.
2. Amy Quigg, DAV Productions, Media Director: project lead on vendor side of the video project.
3. Matthew Orchowski, DAV Productions, Videographer: equipment selection and set-up; handled on-site equipment and shooting; assured quality capture of audio/video; assessed and assured lighting quality. Post-shoot work with editor.
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Program budget and unit costs where applicable. Do not include staff salaries or postage in calculating total cost and cost per unit.

Budget expended for this video project was approximately \$19,000. Important to the decision to proceed with the piece is the fact that the high-quality video product resulting from the project was a value-added communications vehicle that could be re-deployed again and again, as needed, after the 2008 Annual Meeting event took place.

Any special circumstances or challenges faced

One of the key complexities of this project involves the University of Illinois and its structure, depth and breadth. Three distinct campuses at Urbana, Chicago, and Springfield serve nearly 70,000 students, and thousands more who take classes off campus and online. Don Kojich continued in a liaison role throughout the project, working to provide each campus with periodic opportunities to review footage related to the campus in question, along with disseminating regular status updates to all project members.

Documented results, measurements of effectiveness

This video project came in on time and on budget, always important measures for basic project success. Beyond these time and money-oriented measures, this video was extremely well-received by target audiences. After the video premiered during the Foundation’s 2008 Annual Meeting—to approximately 500 individuals—many attendees made it a point to touch base with both Foundation leadership and Don Kojich to say how much it meant to them to see and hear from the students featured. One attendee’s comments reflected the general tone of audience feedback that the Foundation received: “If that doesn’t make you cry, and want to give, I don’t know what would.”