

Telling Your Campaign Story

A STORYTELLER'S PERSPECTIVE



My First Higher Ed Campaign

I HAD A LOT TO LEARN AND STILL DO!

Picking a Name

MORE DIFFICULT THAN I EXPECTED



BOLDLY

NOTRE DAME

First Storytelling Challenge

HOW DO WE USE THE WORD "BOLDLY" TO
INSPIRE PEOPLE TO GIVE TO NOTRE DAME!

OUR RALLY CRY:

Boldly, We Will!



BOLDLY

DREAM | DARE | DO

Campaign Themes



SERVING
HUMANITY



STRENGTHENING OUR
DISTINCTIVENESS

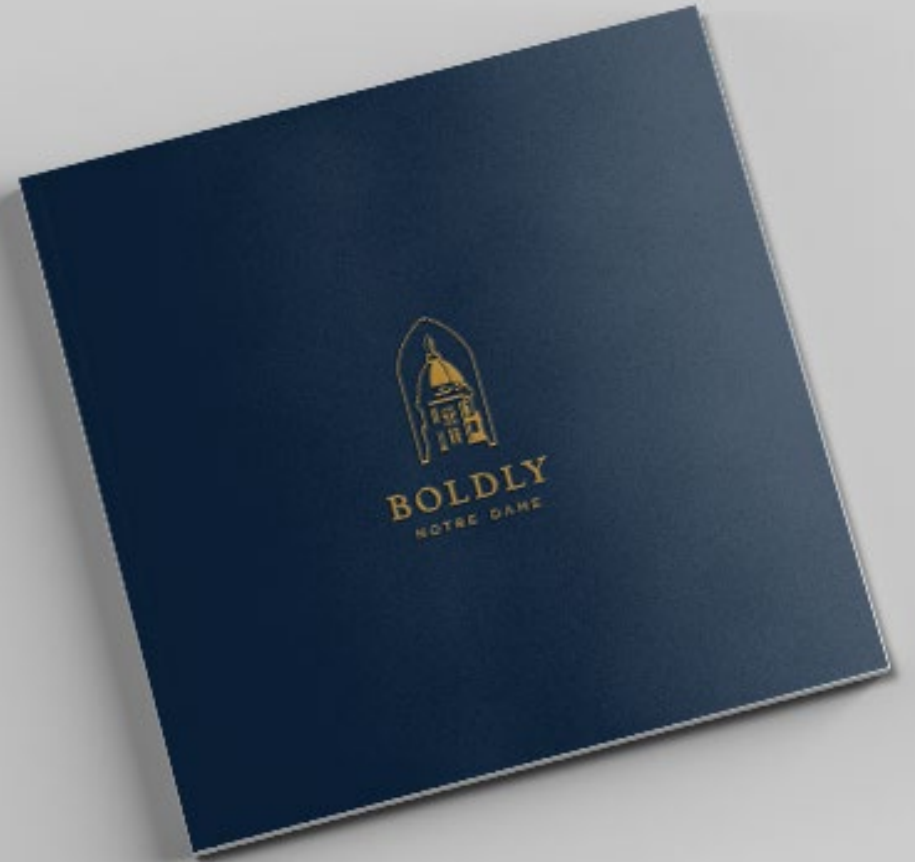


PREPARING LEADERS
OF CHARACTER

The Quiet Phase

STORYTELLING TOOLS

Case Statement



A 19-Minute Campaign Film

WE TOLD STORIES THAT SPOKE
TO THE THREE THEMES



Priority Pages



Campaign Resource Center



Campaign College



Weekends With the President



Customized Fundraising Proposals



The Public Phase

STORYTELLING TOOLS

Storytelling & Engagement Plan



What We Gave Our Fundraisers

- THE BOLDLY NOTRE DAME STORY
- HOW WE TELL STORIES
- WORDS TO USE
- PUBLIC PHASE ENGAGEMENT
PLAN AND TOOLS
- HOW WE MUST ACT

Best Decisions We've Made So Far

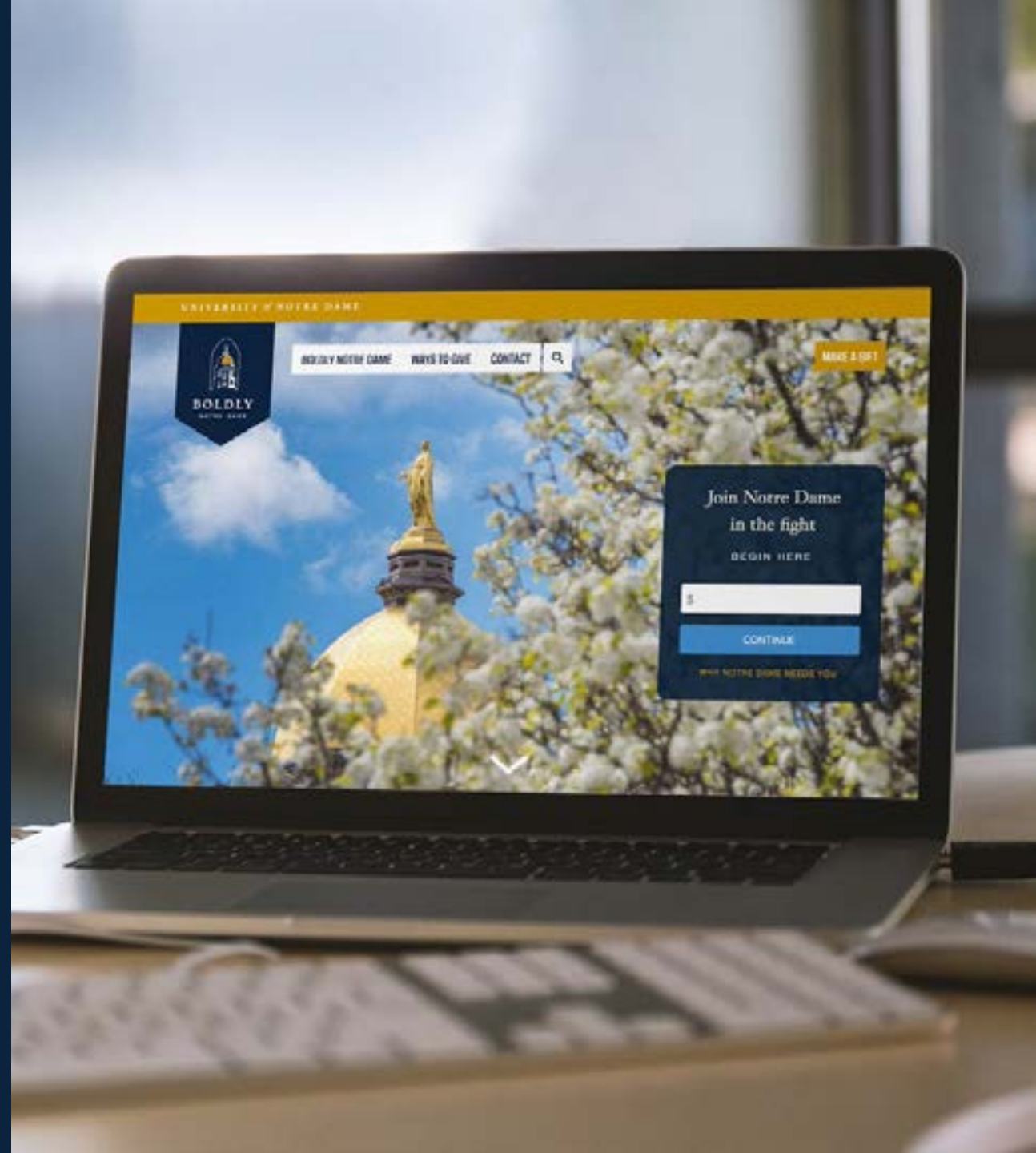
- NO PUBLIC CAMPAIGN GOAL ANNOUNCED
- NO GLITZY LAUNCH EVENT
- PUBLIC FOCUS ON FINANCIAL AID

Notre Dame Trail





giving.nd.edu



Sorin

A NOTRE DAME STORY



YouTube Channel



ND Loyal
341 subscribers

SUBSCRIBE

HOME VIDEOS **PLAYLISTS** CHANNELS DISCUSSION ABOUT

Created playlists SORT BY



Sorin - A Notre Dame Story Giving Societies Inspirational Stories

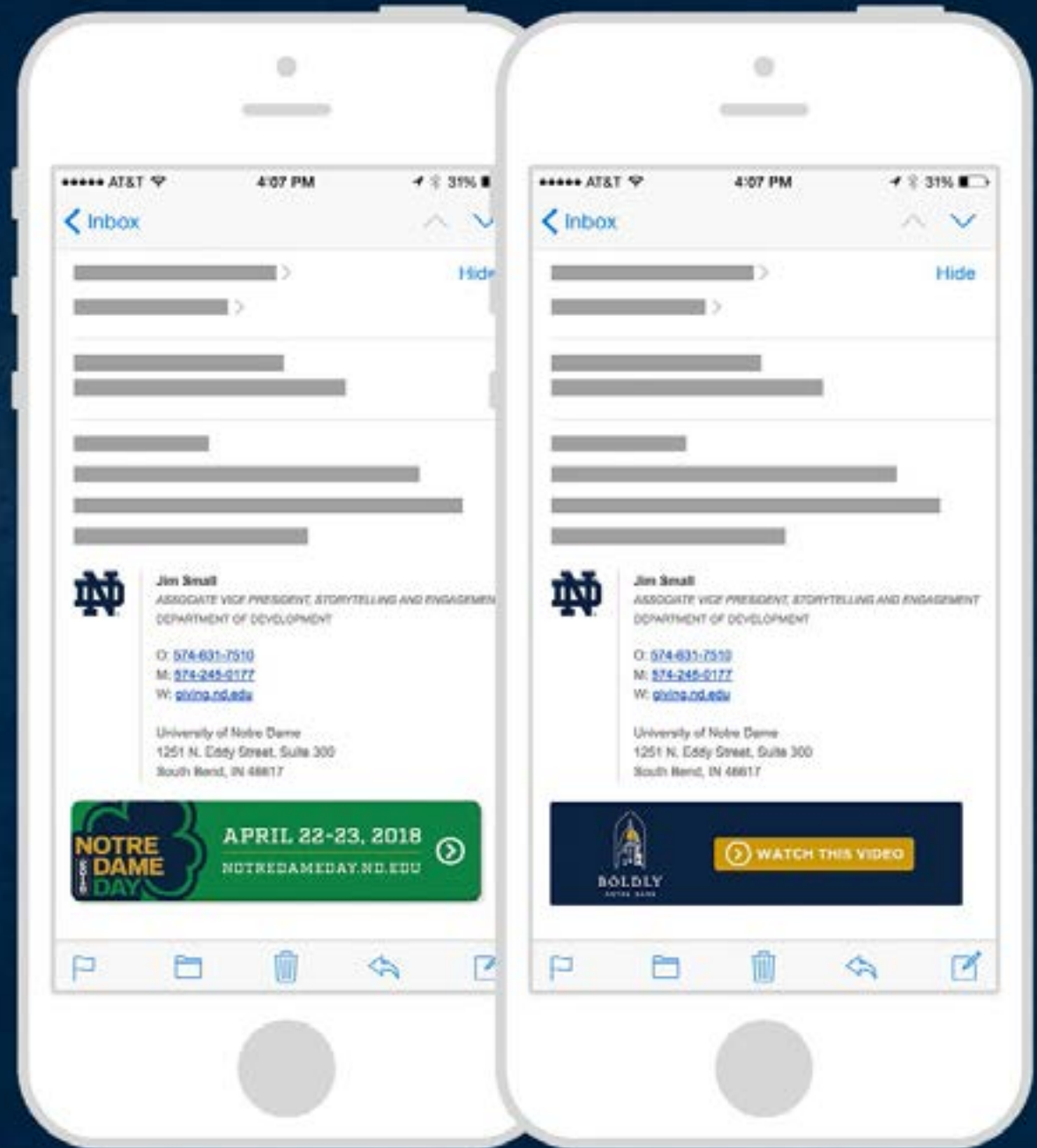


Cavanaugh Council & President's Circle Impact Financial Aid Stories Notre Dame Day 2018



Student Experience Thank You Videos Notre Dame Impact

Branded Email Signatures



Financial Aid Storytelling

PRESENTATION • TALKING POINTS
STUDENT STORIES



THE BOTTOM LINE

***We Are Humbled by the
Campaign's Success***

NOV 2
NOTRE DAME DAY™





STORYTELLING AND ENGAGEMENT PLAN

HEATHER WILL TELL THE STORY



If You'd Like:

SEND ME YOUR FAVORITE
STORY TO JIM.SMALL@ND.EDU
AND I'LL SEND YOU A DIGITAL
COPY OF OUR STORYTELLING &
ENGAGEMENT PLAN.