Campaign Communications
Discovery

HIGHLIGHTS
13 May 2010
kor group/Libretto

- Engaged for campaign theme and quiet phase case statement
- April interviews with key stakeholders on Loyola campus
- Interview findings confirm Grenzenbach’s feasibility study recommendations and findings
Grenzenbach Overview

• Weak culture of philanthropy
• Higher profile / role from President and university leadership
• Recruitment and development of campaign volunteer support
• Actively engage and educate key constituents
• Confirm Loyola’s commitment to Jesuit heritage and values
Key Challenges

• **Weak culture of philanthropy** – Competition from other organizations, lack of alumni engagement, economics

• **Need for internal alignment** – Dissimilar stakeholders views regarding how the campaign will transform Loyola

• **Advancement staff inexperience** – Lack of experience with an initiative of this magnitude
Key Challenges

- **Advancement staff morale** – “Stop / start” quality of activities have led to some disillusionment and skepticism
- **New vice president of IA** – Needs to be engaged in the campaign communications as soon as possible.
Key Challenges

• *The Katrina Factor* – Lingering effects of its aftermath - a thin line

• “*Concerned Catholics*” – Certain stakeholders view Loyola as too liberal and insufficiently Catholic
Encouraging Signs

• IA staff eager to devote their energies to campaign

• Untapped capacity of alumni and other stakeholders for both engagement and donations

• Loyola - well respected in community / has a great story to tell

• Staff and senior administrators committed to raising the University’s profile
http://kor.com/stage/loyola/video/3.html

This is the link to a short video “vision” of the proposed campaign messaging. Copy and paste the link into your web browser. It plays best in either Safari or Mozzilla.
Why “Faith in the Future”? 

• It affirms the Jesuit tradition without saying “Catholic” explicitly. 
• This Jesuit message is a critical component within the campaign and a key element of Loyola’s brand. 
• It’s a message platform as well as a tagline. 
• The phrase is extremely versatile and can be adapted to reflect various aspects of the campaign, such as “Faith in Our Students,” “Faith in Our Faculty,” “Faith in the Jesuit Tradition,” and “Faith in New Orleans’ Future.” 
• It sets a hopeful tone. 
• This is important in the context of both Loyola and the city of New Orleans. 
• It’s forward looking. 
• It encourages stakeholders shift their focus away from past developments— not only Katrina, but also historical events like the sale of WWL.