



# CHICAGO CONVENES

*A Donor Recognition Signature Event  
in Support of Fundraising Initiatives*

**Daniela Butler-Ludwig**  
Director of Special Events

**Shana Pearson**  
Senior Associate Director, Donor Relations



# Background

- Event Purpose
  - Recognition of top donors
    - University-wide Harper Society recognition
    - 200 - 300 attendees
  - University platform to rally support for Chicago Initiative and beyond
  - Establish tradition and community generous supporters

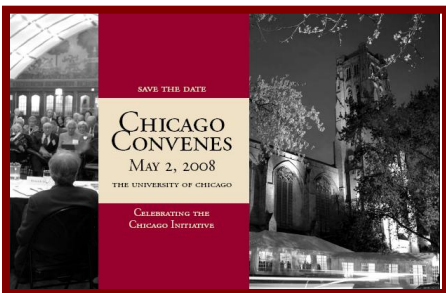
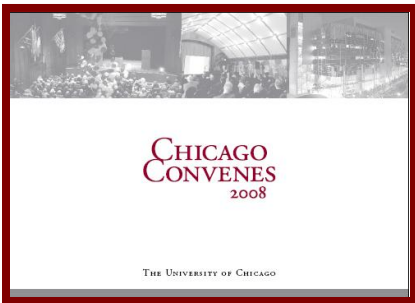




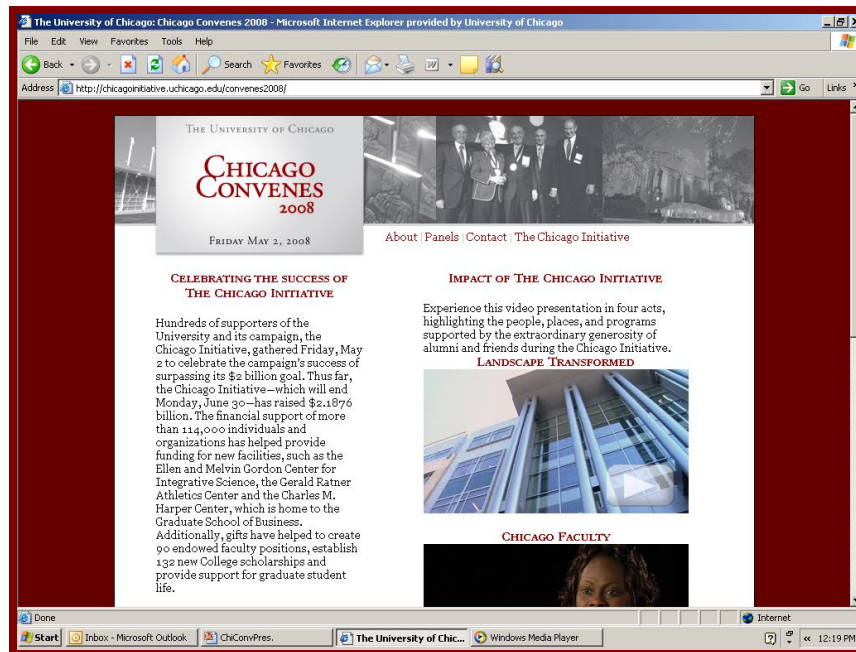
# Establishing the Brand

- Consistent brand identity and messaging
  - Integrated at each donor touch point

## Print



## Online



## On-Site





# **A Unique Experience**

**University Welcome**

**Faculty-led Panels & Classes**

**Reception**

**Dinner**

# A Unique Experience

- **University Welcome**
  - Presidential address with key representatives
    - Chairman of the Board
    - Chicago Initiative Chairman
  - Multi-media presentation
    - Highlighting faculty, students, and donors
    - The “Big Thank-You”



# A Unique Experience

- **Faculty-led Panels & Classes**
  - Our point of differentiation
    - Intellectual programming
    - Interdisciplinary
    - World-changing ideas



# A Unique Experience

- **Reception**

- Leverage the opportunity

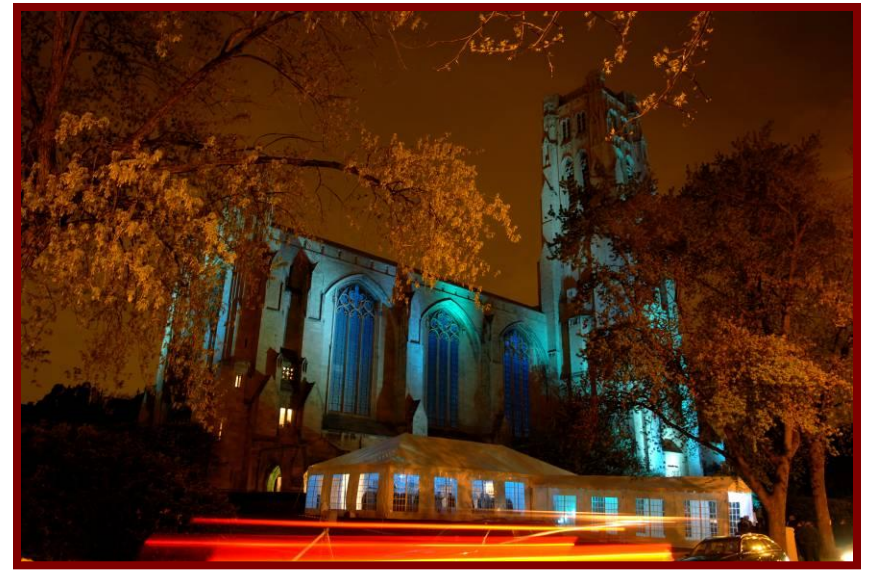
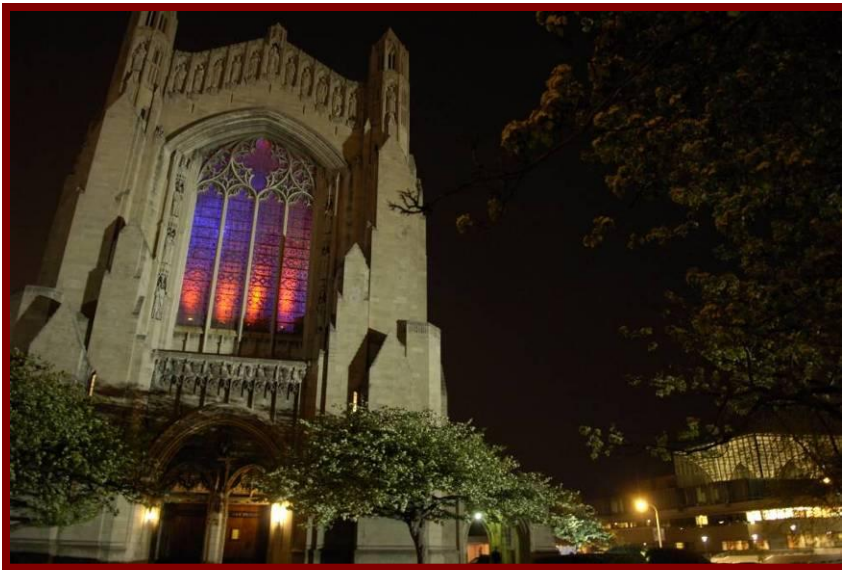
- Major announcements
- Feature prominent buildings made possible through donor support



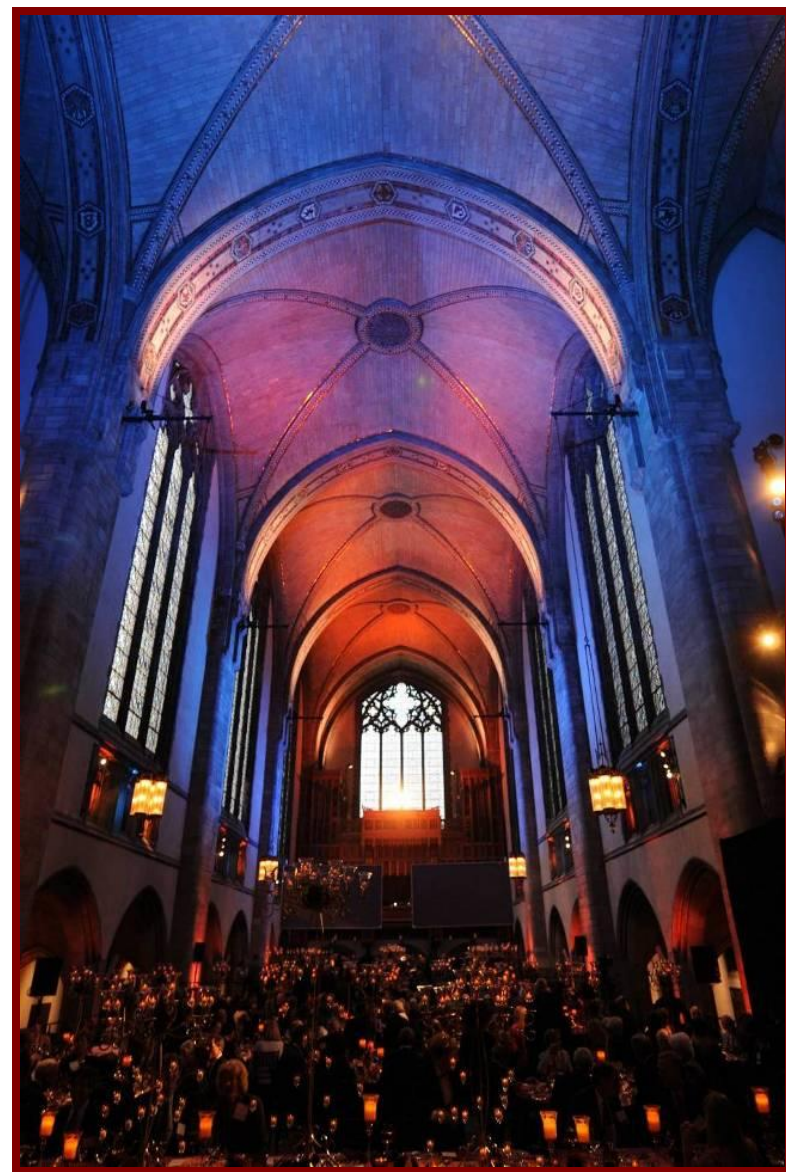
# A Unique Experience

- **Dinner**

- Day culminates in an intimate dinner for donors in a transformed Rockefeller Memorial Chapel
  - New Harper Society member induction
  - Conferring of the University of Chicago Medal



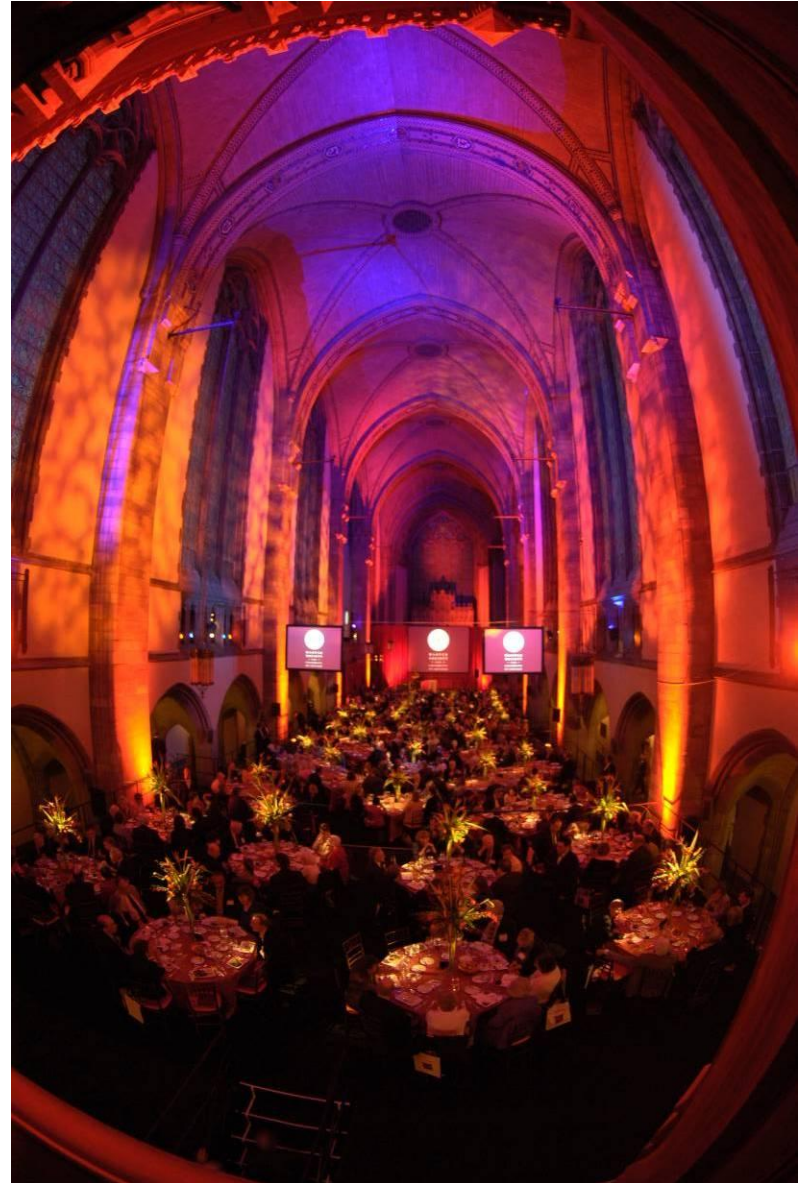
# A Unique Experience



# A Unique Experience

## Logistical Best Practices

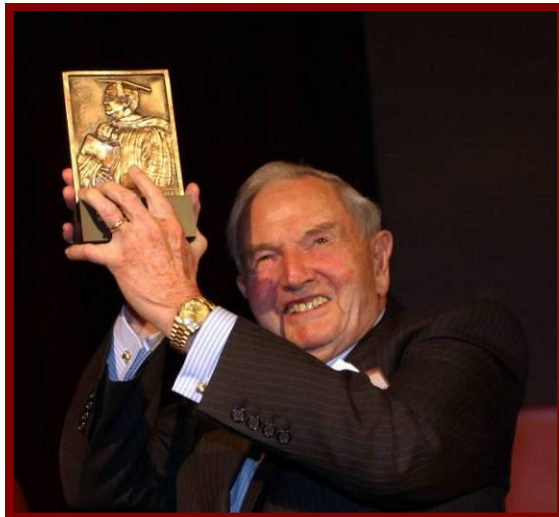
- Topline vendors a must
- Strategic partners
- Fiscal responsibility
  - Multi-year contracts



# A Unique Experience

## Harper Society Induction

- Honor members who have crossed \$1Million threshold
  - Receive William Rainey Harper Bronze
  - Tell your story
  - Inspire



# A Unique Experience

## The University of Chicago Medal

- Awarded to only sixteen individuals
  - Extraordinary philanthropy and volunteerism



# Post Event

Make your efforts count!!!

- Debrief with partners for best practices
- Survey
  - Qualitative
  - Quantitative
- Garner internal support





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