

Launching the Ever Elon Campaign for Elon University

Outline of Launch Events
October 11, 2008

Ever Elon: The Campaign for the Future of Our University

Registration and Continental Breakfast
Isabella Cannon Room and Ward Gallery
Center for the Arts
10:00 a.m. – 10:45 a.m.

Trustee Town Meeting and Campaign Announcement
McCrary Theatre
Center for the Arts
10:45 a.m. – 11:45 a.m.

Lunch with Students
On the Green
12:00 Noon – 1:45 p.m.

Discovery Sessions
Campus classrooms
2:00 p.m. – 3:00 p.m.

Leadership Donor Reception (Private)
Maynard House
6:00 p.m. – 7:00 p.m.

The Campaign Kickoff Dinner Celebration
Alumni Gym, Koury Center
6:30 p.m.

1/20/2014 10:58 AM

Event Design Plan

Event Goals:

- To communicate and establish a sense of urgency for donors to participate in the Ever Elon Campaign
- To engage and honor leadership donors
- To communicate Elon's vision for the future and tie it to the need for private support
- To highlight the overall objectives of the campaign
- To involve campus constituents (faculty, staff, students) in the campaign vision and gain their support
- To create a fun, unique, entertaining experience to ignite memories for donors and potential donors, using stories that motivate donors to participate in the campaign

Audience:

- Advisory boards for Elon's undergraduate colleges and professional schools
- Elon alumni, parents, and friends who are potential donors
- Key members of the Elon, Burlington, and Greensboro communities

Messages to be communicated by the Launch:

- Elon is a bold, innovative institution founded upon its traditions of community and invocation
- Elon is a dynamic institution, always evolving and responding to opportunities to excel, but never losing its character or its spirit
- Elon creates an environment in which camaraderie is encouraged and community developed; in which bonds are established and loyalties created. It spawns a special sense of belonging that lasts a lifetime.
- Elon people have the responsibility to give back to those with whom they live and work

Strategies:

- Announce the public phase of the campaign and its goal in an expanded Trustee meeting using a town meeting format.
- Engage the guests in the life of Elon University today; make them active participants in the community of learning and service; reconnect them with the Elon spirit.
- Involve students in all aspects of the Launch.
- Use the power of theatrical performance and design in the evening celebration.
- Use the power of Elon's leadership to clearly state the need for endowment funding.