

MIND BODY SOUL

CATAWBA'S CAMPAIGN for GROWTH

The Customer: Catawba College Office of Development

Catawba College is a small, liberal arts college located in Salisbury, NC. It is in "a change mode," knowing that the college has to grow its student population in order to thrive in today's academic marketplace.

Customer Situation

The Development Office planned a targeted, two-fold fundraising campaign for growth aimed at:

- Improving curriculum (MIND), athletics (BODY) and its religious program, the heart of which is the Catawba College Chapel (SOUL).
- Engaging alumni who have drifted away from the college, emphasizing that all gifts are important.



Miller Davis Involvement

The key word is "targeted," both in the campaign itself and the marketing plan.

Emphasizing consistency, the team at Miller Davis helped the Development Office staff develop a wide-ranging marketing strategy involving social media, a website for online giving, and traditional print including brochures and direct mail. Social media posts, including videos, focused on design and quality writing.

With a campaign kick-off date as Homecoming Weekend, direct mail pieces encouraged attendance. The Miller Davis team made presentations to the college campaign committee, the Board of Trustees, and faculty members, encouraging everyone to use the same message.



EXPERIENCE

md Miller Davis

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Homecoming Weekend

The logo appeared everywhere on campus to tease alumni into showing up at a post-football game MIND BODY SOUL event. T-shirts and small footballs with the logo were tossed to the fans, and signage was all over campus, including sidewalk decals. Alumni used Ipads provided by Miller Davis to register, giving the Development Office much needed emails. Miller Davis designed attractive towers for the event, promoting each section of the campaign and spelling out exactly where the dollars will go, just as the brochures do. From table tops to a photo booth, the look was both focused and fun.

Miller Davis encouraged the Development Office to become more visual in the community to entice friends of the college to become involved in the campaign. As a result, Miller Davis designed a parade float, and students, along with the college president, participated in the town's annual holiday parade.



The three-year campaign is well on its way to surpassing its goal, with more than one-third of the \$37 million raised by the end of Homecoming Weekend. With areas throughout the Southeast targeted, social media, email and direct mail campaigns are planned, as well as visits, using the promotional, easy-to-transport towers.