



NC STATE

Thinking and Doing the Extraordinary

Launching NC State's \$1.6 Billion Campaign

NC STATE

The Pathway to the Future

Strategic Plan 2011-2020

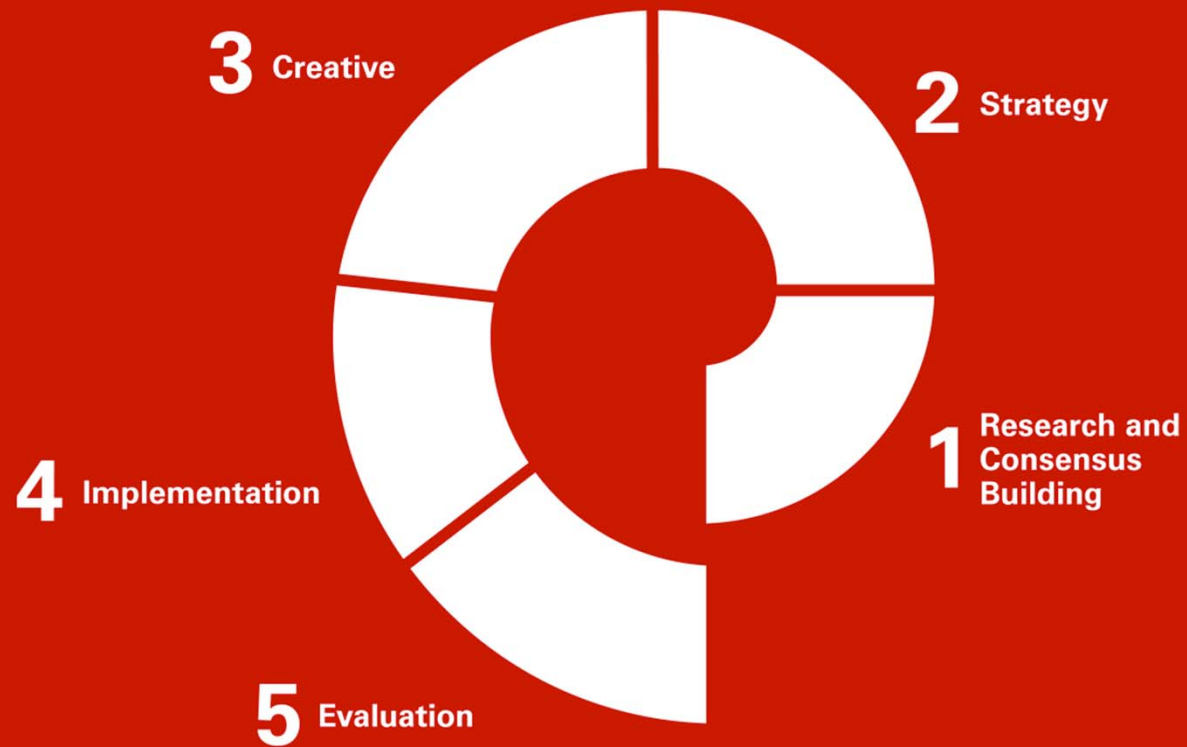


The background of the slide features a low-angle shot of the NC State Tower, a tall, light-colored stone structure with arched windows at the top. To the right, there are dark green trees with some reddish-brown leaves in the foreground. A bright, diagonal lens flare cuts across the upper right portion of the image. A solid red rectangular box is positioned in the center-left, containing the text 'NC STATE' in white.

NC STATE

Brand

Process – No Shortcuts Allowed



Brand Platform – The Foundation

Positioning Statement

NC State is the preeminent research enterprise and the university of choice for accomplished, high-performing students from around the world. Our extensive partnerships with business, industry and government generate a unique culture of collaboration to address the grand challenges of society. Our cutting-edge, solution-driven research, technology and scholarship result in new ideas, products and services. Our faculty, who are at the forefront of interdisciplinary innovation, lead extraordinary programs in education, we provide relevant practice and develop personal and alumni create economic

Brand Promise

Creating economic, societal and intellectual prosperity

Brand Promise

Creating economic, societal

Brand Drivers

- ◆ World-leading faculty at the forefront of interdisciplinary innovation
- ◆ Cutting-edge, solution-driven research, technology and scholarship
- ◆ Extensive partnerships with business, industry and government
- ◆ Leader in experiential education

Brand Personality

- ◆ Intellectual
- ◆ Innovative
- ◆ Courageous
- ◆ Purposeful



The NC State brand is more than a logo. Our brand is the sum of everything we do — from solution-driven education, research and scholarship to the work that supports and sustains our efforts in the classroom and the lab.



Brand Announcement From Chancellor Woodson

The NC State brand is a powerful tool for telling the world how we think and

Downloadable Assets

- [> Logos](#)
- [> Color Palette](#)
- [> PowerPoint Templates](#)
- [> Video Assets](#)
- [> Stationery](#)
- [> Web Templates](#)
- [> Web Fonts](#)
- [> HTML Email Templates](#)
- [> Utility Bar](#)
- [> Email Signature](#)

Logo

The logo is integral to the NC State brand. Its directness, hard edges and unadorned type fit who we are: We are purposeful. We are modern. We are NC State.

The Logo

The NC State logo should be used on all core brand communications. The logo is singular, but it works in a range of different situations.

4x1

NC STATE UNIVERSITY

2x2

**NC STATE
UNIVERSITY**

2x1

NC STATE

➤ There are three configurations of the brick: 4x1, 2x2 and 2x1. Use the appropriate configuration for your project.

4x1

NC STATE UNIVERSITY

2x2

**NC STATE
UNIVERSITY**

2x1

NC STATE



Downloads

The NC State brand is based on clear, straightforward messaging. Use these downloadable assets as you craft your communications, and be sure to check back often as this toolkit will continue to evolve with new assets and examples.

[Introduction](#)[Logos](#)[Color Palette](#)[Bootstrap Framework](#)[Web Fonts](#)[Brand Utility Bar](#)[Web Templates](#)[Email Templates](#)[Social Media Assets](#)[PowerPoint Templates](#)[Digital Billboard Templates](#)[Wallpaper](#)[Email Signature](#)[Video Assets](#)[Stationery](#)[Research Poster](#)[Photography](#)[Required for Print](#)[Assorted Templates](#)

Introduction

Read through the entire brand site to make sure you understand rules, guidelines and how everything works together before using these assets to create university-related promotions. These assets are only to be used for official university communications. Do not use them to promote private businesses or for individual purposes.

If you have any questions or problems as you use these assets, contact University Communications at ncstatebrand@ncsu.edu.

Logos

Digital and Vector Logos

NC State logotype files are font-independent. The prescribed Univers fonts do not need to be loaded on your system, and no license is needed. The PNG files of the NC State brick for Web uses are available in several sizes, from the smallest allowable to the largest. The EPS files have been created as line-art vector files and are the only logos that should ever be used for print because vector files will print cleanly at any size. The JPG logos should only be used for PowerPoint or Microsoft Office documents.

NC STATE UNIVERSITY



Think and Do

At NC State, we solve global challenges and create economic, societal and intellectual prosperity. We do it by merging creative, innovative ideas with purposeful action.

At NC State, we think and do.

An Overview

Launching the Brand

The NC State brand is the constant connection between thought and action. Each drives the other, always moving together.

We think actively and act thoughtfully.

We invest in outcomes that serve the greater good. We pursue research with purpose. Our work results in clear, tangible, meaningful applications. We teach in order to make better thinkers who transform ideas into reality.

In launching the refreshed NC State brand, we embrace Think and Do as a potent summary of the brand platform. It captures the essence of NC State's personality and purpose, providing a simple, memorable statement of what makes this remarkable university different from — and better than — our competition.

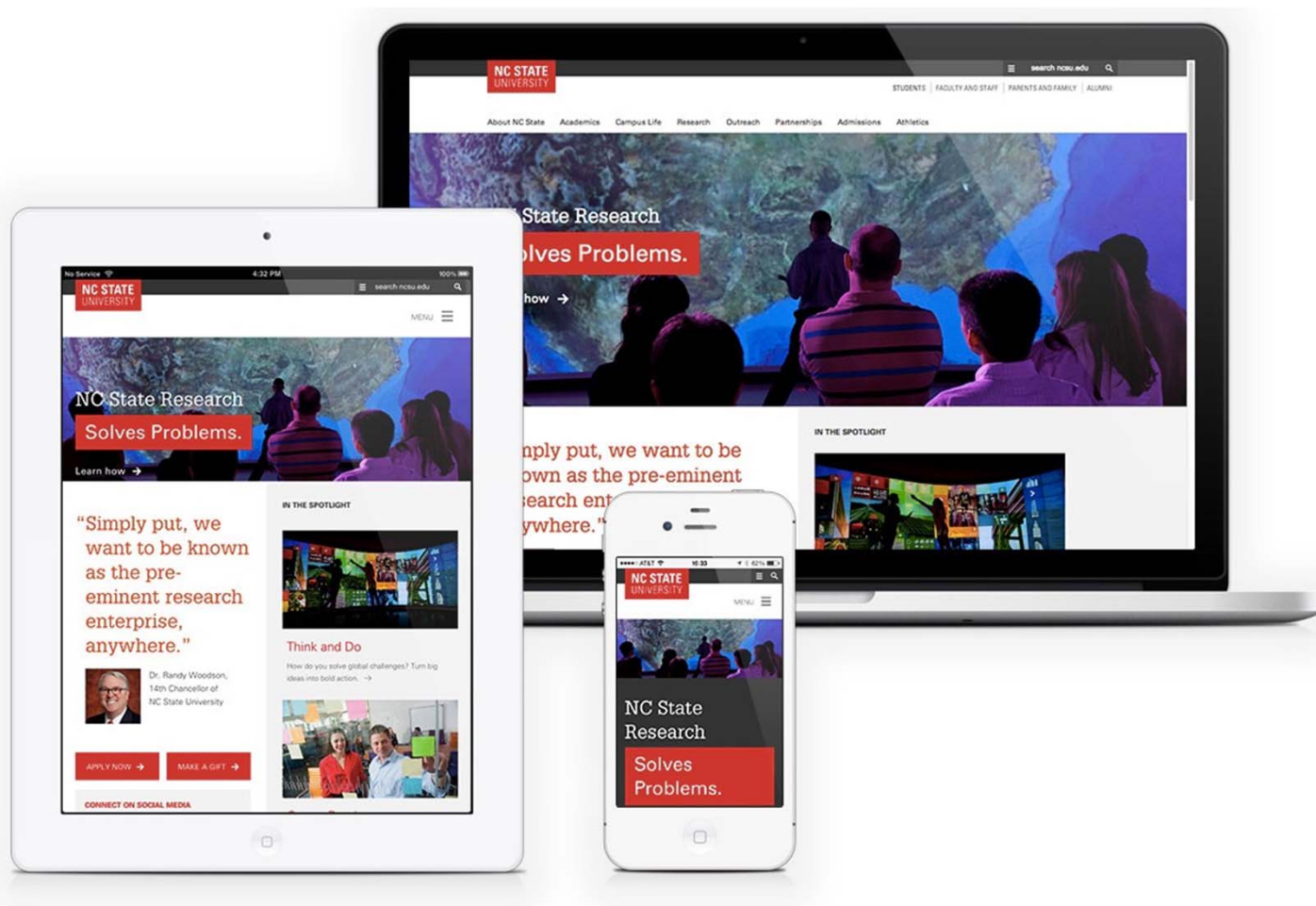
NC State. Think and Do.



Find out how NC State faculty, staff and students [merge thought and action](#).



Responsive Website



NC STATE



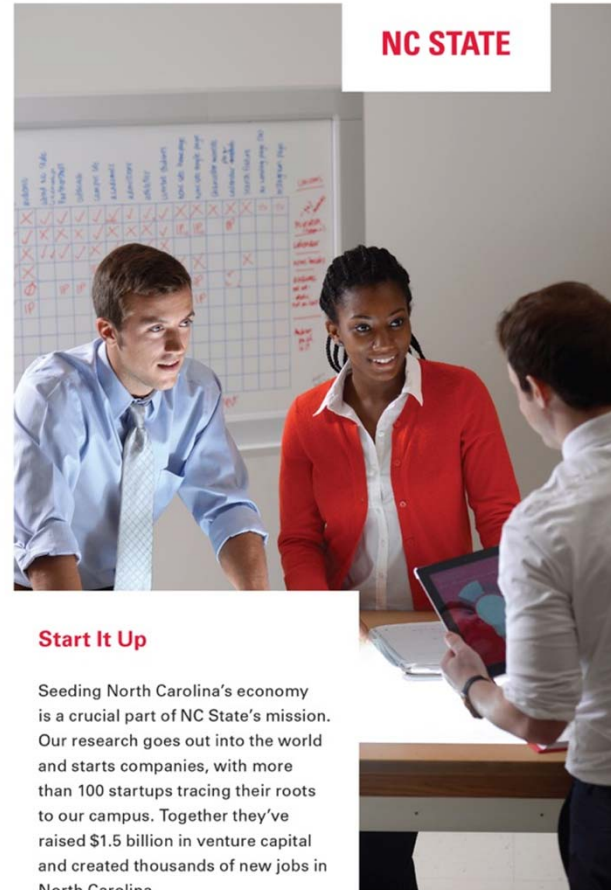
Front-Line Fabrics

As the only facility of its kind in the country, NC State's Textile Protection and Comfort Center is a magnet for industry. Here, faculty and students test how clothing stands up to flash fires, mustard gas or marathons. The results? Career-ready graduates and supreme protection for soldiers and first responders.

NC State. Think and do.

Learn more at ncsu.edu

NC STATE



Start It Up

Seeding North Carolina's economy is a crucial part of NC State's mission. Our research goes out into the world and starts companies, with more than 100 startups tracing their roots to our campus. Together they've raised \$1.5 billion in venture capital and created thousands of new jobs in North Carolina.

NC State. Think and do.

Learn more at ncsu.edu

DEPARTMENT OF

CHEMICAL & BIOMOLECULAR
ENGINEERING

CBE Home

CBE Home

• Spotlight

January 12, 2016

Dr. Grant is the 2015 AAAS Mentor Award Recipient

Dr. Christine Grant is the recipient of the 2015 AAAS Mentor Award. The Award is based on accomplishments that have resulted in increased numbers of African-American and female students seeking doctorates in chemical engineering. AAAS is the American Association for the Advancement of Science.

In making the announcement, AAAS noted that "Dr. Grant has personally mentored hundreds of girls, women, and engineering students of color at all stages along the academic pipeline, from middle school to the faculty level..... Her mentees repeatedly testify to the profound impact Dr. Grant has made



Prospective
Students
Undergraduates
Graduates
Distance
Education

Recent News

January 12, 2016

Dr. Grant is the 2015 AAAS Mentor Award Recipient

January 06, 2016

Dr. DeSimone to Receive the National Medal of Technology and Innovation

January 06, 2016

Dr. Dickey Selected to Receive ASEE Research Awardnc state
ENGINEERING

CBE Home
About Us
Our People
Academics
Research
Alumni
Giving
Information
Accreditation
Contact Us

Department of Chemical and Biomolecular Engineering

About

Directory

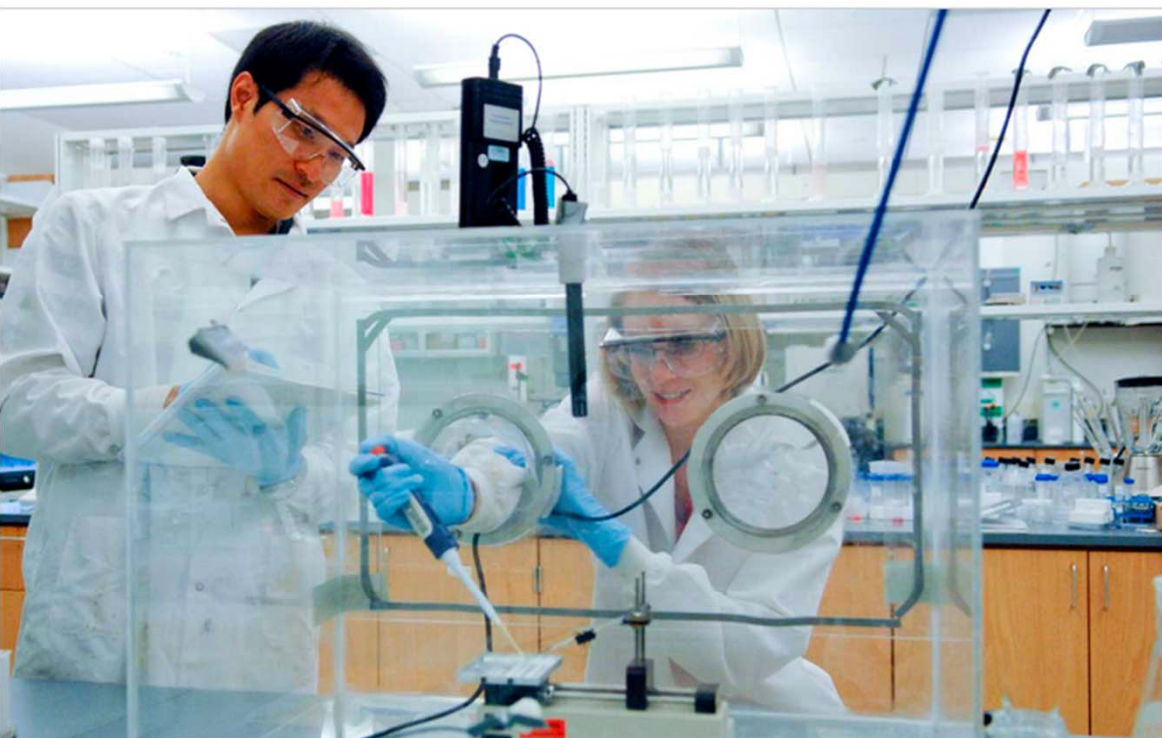
Research

Undergraduate

Graduate

Alumni

Partners



Safer Silver Nanoparticles

Velev group finds lignin-based agents can kill microbes and spare the environment.

Learn More →

VIDEO

Philosophical Approach

Delving beyond the obvious on the Extension traditions of the Extension lives and using science to help people make decisions.

Extension lives is a new journal of the Extension lives and using science to help people make decisions.

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Extension lives is a new journal of the Extension lives and using science to help people make decisions.

IDEA grants

The DELTA IDEA grants is a competitive awards program that provides funds and staff support for developing high quality distance education courses. The IDEA grants

- promote innovation in online distance teaching and learning.
- build expertise in the use of instructional technology and
- enhance the technology-rich learning environment at NC State.

APPLICATION DEADLINE July 12th
APPLY TODAY!

2007
<http://delta.ncsu.edu/ideagrants>

Compliments.
Questions.

Extension lives is a new journal of the Extension lives and using science to help people make decisions.

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Extension lives is a new journal of the Extension lives and using science to help people make decisions.

CONNECTIONS

THE WOLFE'S DEN SPORTS RESTAURANT
at TALLEY PLAZA CENTER
1000 S. 10th St., Raleigh, NC 27605
Tel: 919-874-1111

INNOVATION CAFE
Innovation Cafe is a new place of business and education. It is a place where you can learn and grow in a variety of ways. It is a place where you can learn and grow in a variety of ways.

VET SCHOOL CAFE
Vet School Cafe is a new place of business and education. It is a place where you can learn and grow in a variety of ways. It is a place where you can learn and grow in a variety of ways.

MCKINNON COASTER CAFE
McKinnon Coaster Cafe is a new place of business and education. It is a place where you can learn and grow in a variety of ways. It is a place where you can learn and grow in a variety of ways.

NC STATE UNIVERSITY

NC STATE UNIVERSITY
POOLE COLLEGE OF MANAGEMENT

SHAPING THE FUTURE OF BUSINESS

Pulitzer Prize
Monday, October 22
5:00-6:30pm
Park Shops 210

One of America's most distinguished journalists, Robert Smith is a Pulitzer Prize winning author and editor and is being honored during the 2007 Pulitzer Prize ceremony. He is the author of the book "The War in the Middle East: A History of the Conflict" and "The War in the Middle East: A History of the Conflict".

Sponsored by:
The School of Public and International Affairs
Department of English
Department of Communications
Department of Sociology and Anthropology

NC STATE UNIVERSITY

NC STATE UNIVERSITY

NC STATE UNIVERSITY

Environmental expertise
COLLEGE OF AGRICULTURE AND LIFE SCIENCES

NC STATE UNIVERSITY

NC STATE UNIVERSITY

PACK PARENTS
NC STATE UNIVERSITY CELEBRATES 125 YEARS

imagine...
Imagine two great universities finding solutions for you, your community and your state...





Campaign Communications





Building on a Strong Foundation

- Lead a collaborative, research-driven, consensus-building effort to recommend Campaign identity and categories
- Test recommended identity and categories
- Conduct a development communications audit
- Create a content-driven, multichannel Campaign communications plan



Process

- Several in-person and virtual visits
- One-on-one meetings and focus groups
 - Executive officers and deans
 - Advancement leadership and staff
 - Chief development officers and frontline fundraisers
 - Lead communicators
 - Athletics
 - Wolfpack Club
 - Alumni Association
 - Board of Trustees, Board of Visitors, Foundation Board, Alumni Association Board



Process

- Development communications review
- Qualitative research
- Quantitative research
- Create Campaign mantra, themes, name and plan

On-Campus Feedback





Campus Community Insights

- Think and Do has been embraced and celebrated by most internal audiences
- Internal audiences seem to rally behind the Strategic Plan Goal 3: “Enhance Interdisciplinary Scholarship to Address the Grand Challenges of Society”
- NC State internal audiences are too humble regarding accomplishments and philanthropy
- A culture of philanthropy is relatively new to NC State



Campus Community Campaign Aspirations

- NC State needs to capitalize on Think and Do's success while clearly indicating that this Campaign is intentionally distinct
- This Campaign should continue to enhance and elevate the brand and reputation
- The Campaign needs to move past just the technical solutions and focus on the grand challenges NC State is solving

Alumni and Donor Research — Qualitative





Qualitative Research Insights

- Overwhelmingly positive views of NC State and the progress they are seeing
- Key phrases include: “impressive,” “astounding,” “on the move,” “grown by leaps and bounds,” “remarkable,” “exciting” and “amazing”
- Cite Chancellor Woodson, new facilities and technology, rankings, increased local and national presence, research impact and coverage, and industry connections
- University’s reputation has improved, and the focus has shifted towards academic excellence and economic impact



Qualitative Research Insights

- Think and Do is viewed positively by those that have been exposed to it or learn about it
- Alumni state that Think and Do is both reflective of NC State today and of their experiences
- Want NC State's messaging to be forward-thinking, elevated and impactful
- Campaign needs to appeal to individual experience, demonstrate reach, explain clear benefit of giving, move the university forward

Alumni and Donor Research — Quantitative



Current Opinion of NC State

Approximately two-thirds of each audience have a very positive opinion of NC State, and one-third have a positive opinion.



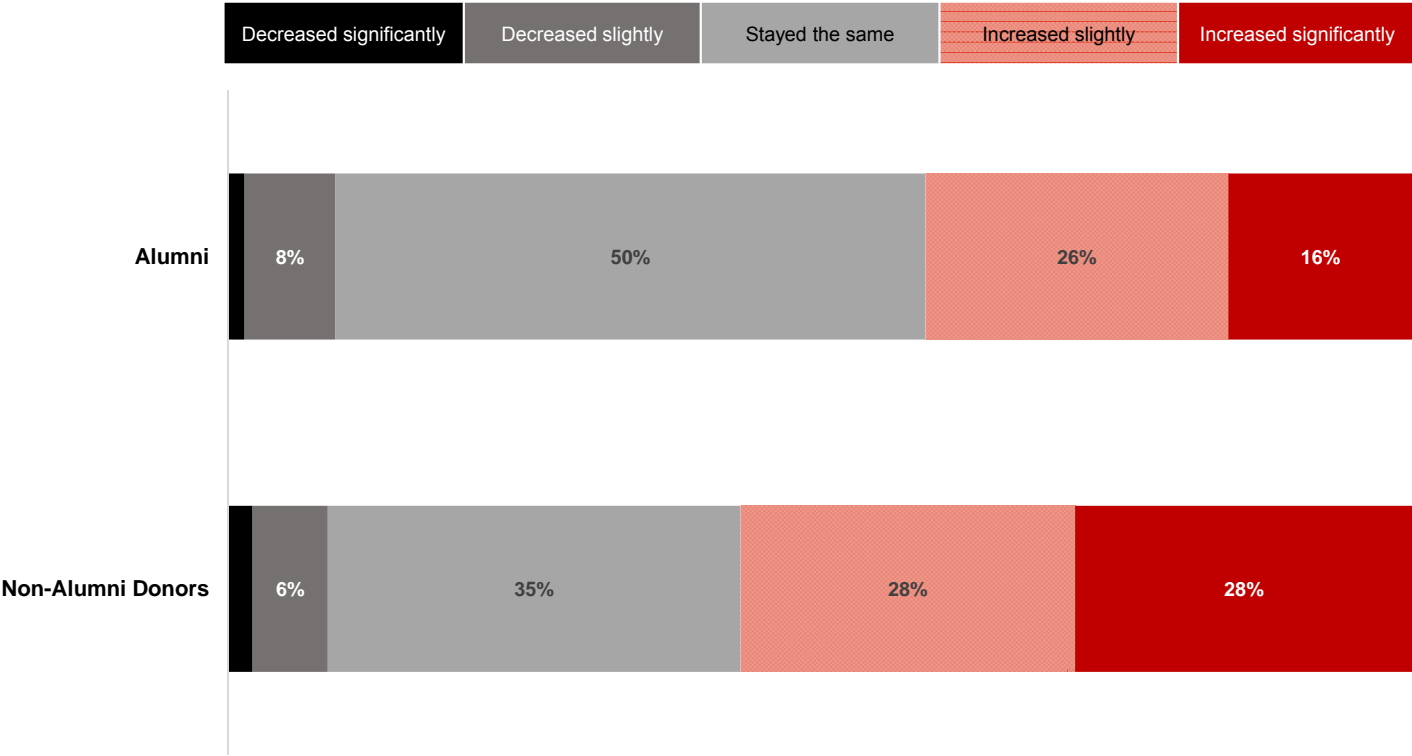
Note: Labels less than 5% removed from chart.

Question Wording: How would you describe your CURRENT OPINION of NC State University?

Baseline Questions

Opinion of NC State in the Last Five Years

42% of alumni and 56% of non-alumni donors improved their opinion of NC State in the last five years.

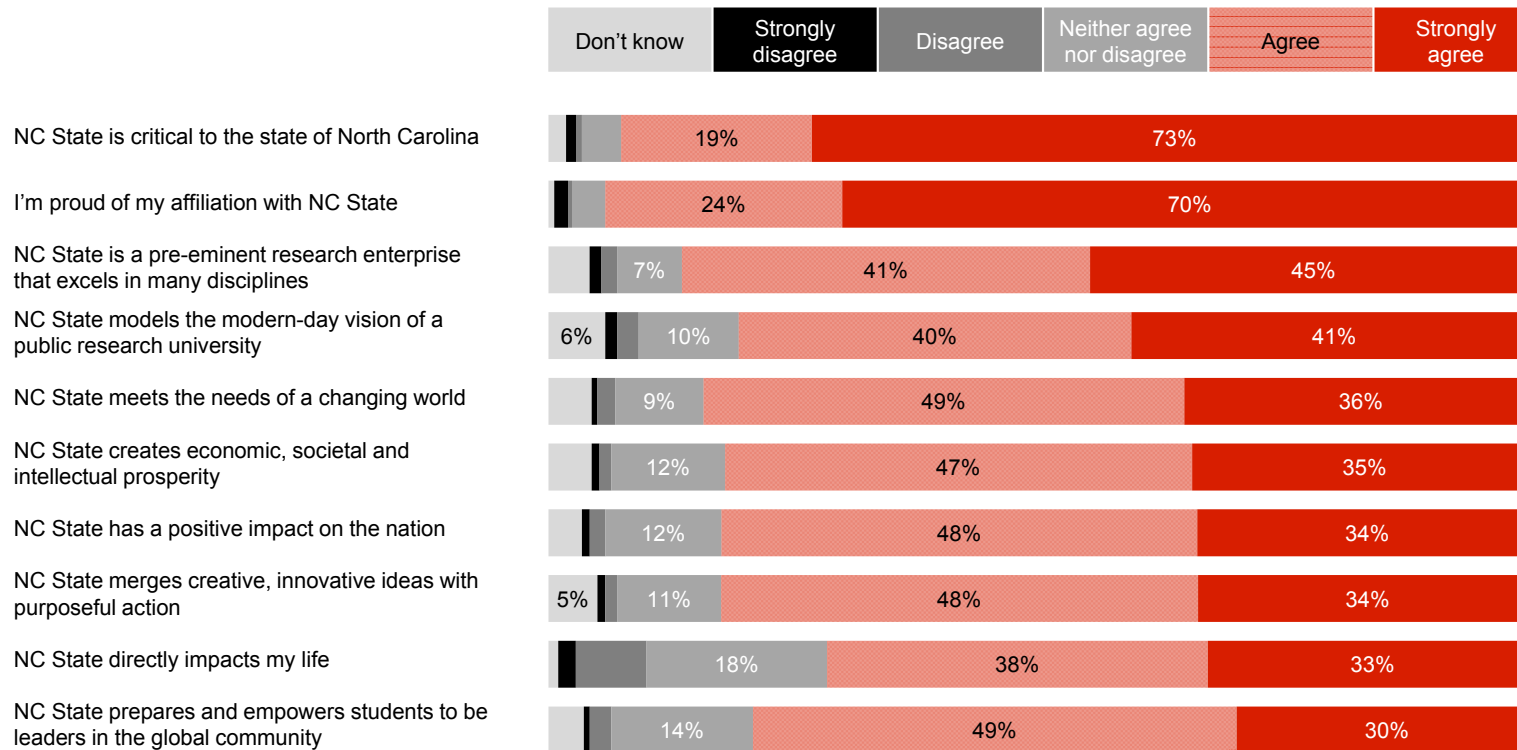


Note: Labels less than 5% removed from chart.

Question Wording: In the last five years, has your opinion of NC State University increased, decreased or stayed the same?

Perceptions of NC State — Alumni

Alumni have a very positive relationship with NC State and are likely to agree with all statements tested.



Note: Responses sorted by “Strongly Agree” in descending order.

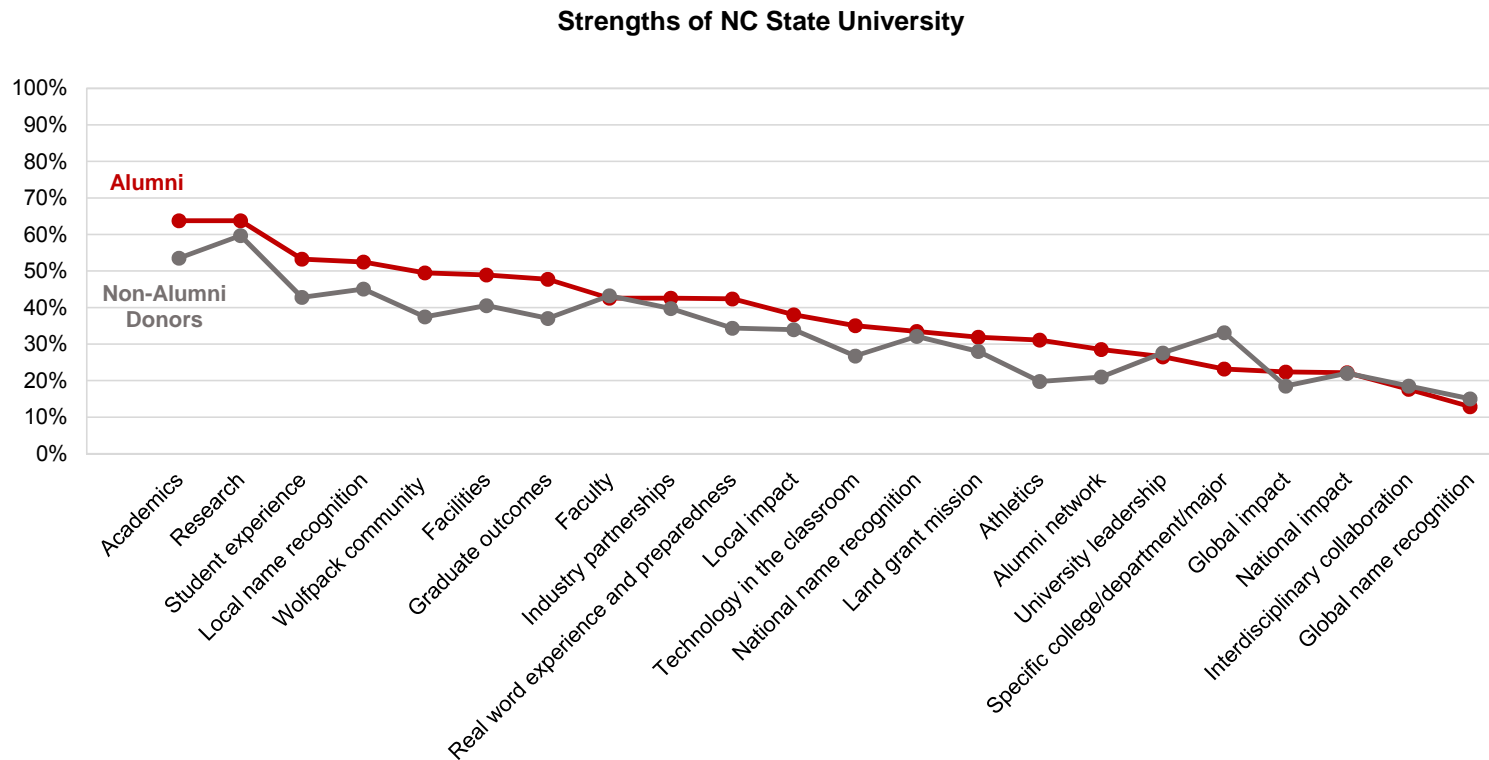
Labels less than 5% removed from chart.

Question Wording:
Rate your agreement with each of the following statements.

Baseline Questions

NC State's Strengths

Both audiences agree that academics and research are NC State's most prominent strengths.



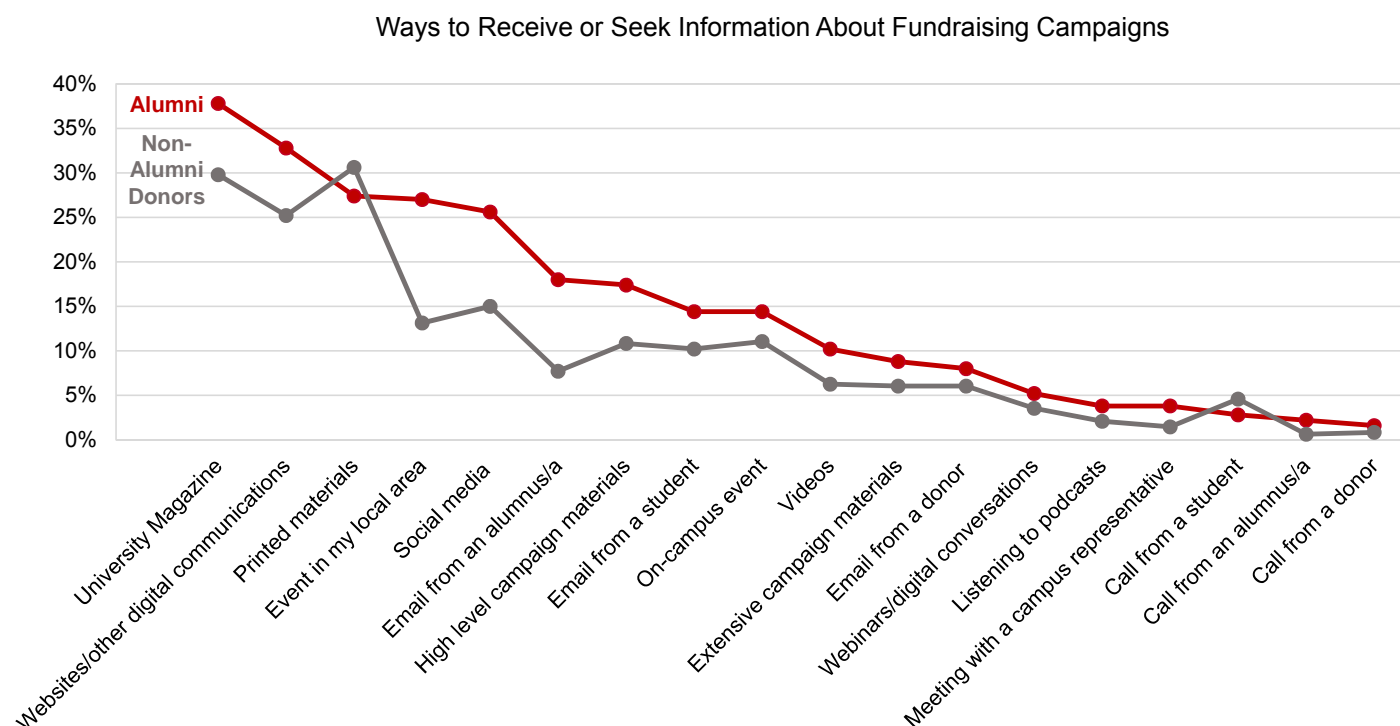
Note: Sorted based on Alumni in descending order. 2% of alumni and 3% of non-alumni donors selected “don’t know.”

Question Wording:
Which of the following do you consider to be the strengths of NC State University?
(select all that apply)

Baseline Questions

Preferred Ways to Receive Fundraising Information

Alumni and non-alumni donors prefer getting fundraising information through the university magazine, websites and printed materials.



Note: Sorted based on alumni in descending order.

“High-level campaign materials” is short for “high-level campaign materials outlining top campaign priorities.” “Extensive campaign materials” is short for “extensive campaign materials outlining the campaign in detail.”

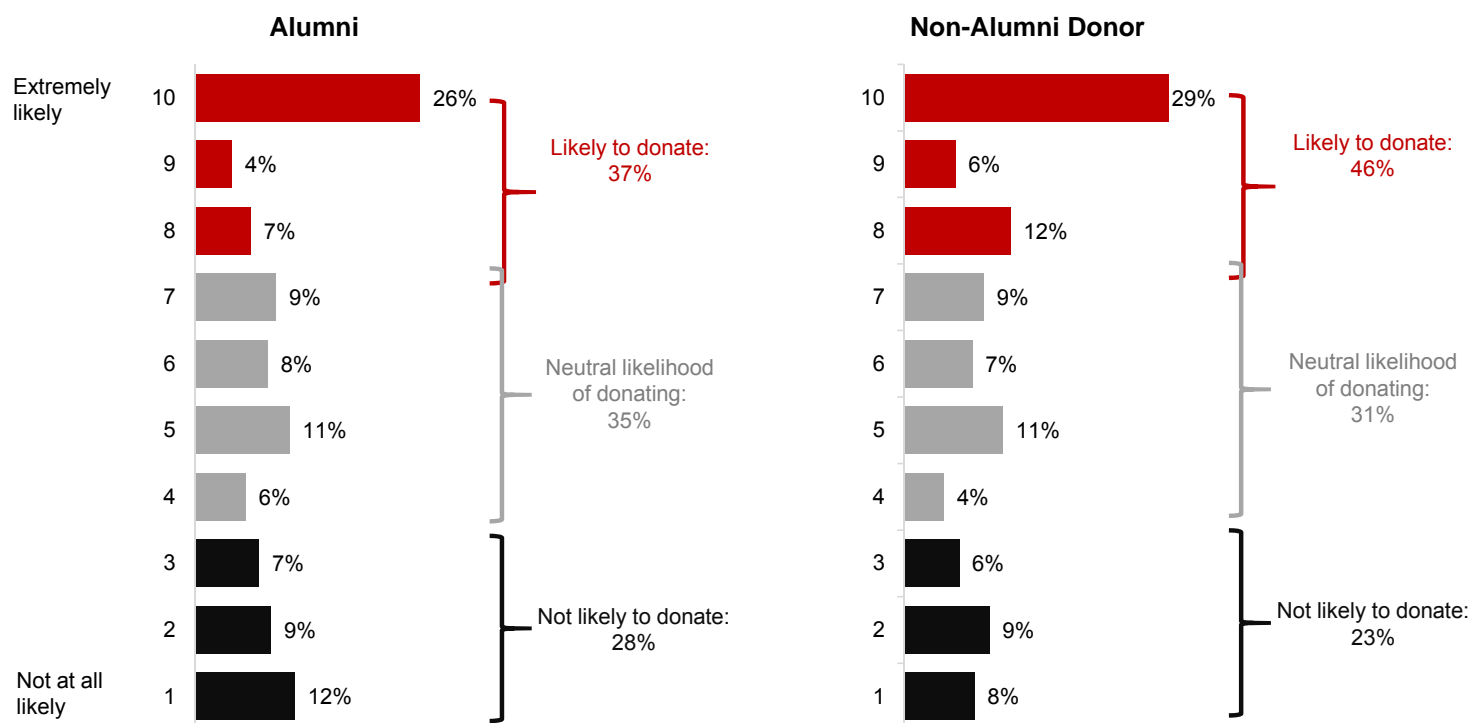
18% of alumni and 26% of non-alumni donors would not like to receive information. Chart scale truncated to show differentiation.

Question Wording: In which of the following ways would you be interested in receiving/seeking information about the fundraising campaign? (select all that apply)

Engagement

Likelihood of Donating to NC State in the Next Five Years

37% of alumni and 46% of non-alumni donors are likely to donate in the next five years, while many are on the fence about donating.



Note: Scale: 1=Not at all likely, 10=Extremely likely

Question Wording:
Rate your likelihood to donate money to any area of NC State University in the next five years.

Targeting Alumni for Donations by Age Group

When targeting alumni, there are several key differences between alumni of different age groups that NC State should consider.

	Likely to Donate to NC State (8-10 rating)	Percentage of NC State's alumni population	Description
34 and younger	30%	42%	Large percentage of alumni population but less likely to donate to NC State
35-44	23%	24%	Least likely to donate to NC State
45-54	52%	17%	Substantial percentage of alumni population and more likely to donate to NC State
55-64	50%	7%	Small percentage of alumni population but more likely to donate to NC State
65 and older	39%	10%	Small percentage of alumni population and less likely to donate to NC State

Reasons to Support NC State

Alumni who are likely to donate are more likely to want to support athletics, elevate the university and fill a need.

Alumni Not Likely to Donate to NC State (1-3)	Alumni Neutral to Donate to NC State (4-7)	Alumni Likely to Donate to NC State (8-10)
Provide scholarships (28%)	Provide scholarships (48%)	Provide scholarships (59%)
Promote research (24%)	Enhance student experience (41%)	Support athletics (40%)
Provide teaching, research and extension (23%)	Promote research (40%)	Education for NC citizens (40%)
Education for NC citizens (22%)	Provide teaching, research and extension (36%)	Elevate the university (38%)
Enhance student experience (17%)	Education for NC citizens (34%)	Fill a campus need (37%)

Note: 7% of alumni and 6% of non-alumni donors said that they would not like to support NC State.

Selections are colored only if mentioned by more than one audience.

Question Wording: Fill in the blank: I would like to support NC State University in order to _____. (select all that apply)

Giving

Perceptions of Think and Do — Alumni

Alumni have a positive perception of Think and Do

	Percent Who Agree/Strongly Agree With Each Statement			
	Alumni Not Likely to Donate to NC State (1-3)	Alumni Neutral to Donate to NC State (4-7)	Alumni Likely to Donate to NC State (8-10)	
I believe “Think and Do” should describe NC State in the future.	54%	61%	67%	Question Wording: Rate your level of agreement with the following statements.
“Think and Do” makes me proud of the university.	42%	56%	65%	
“Think and Do” reflects my experience with or at NC State.	39%	51%	63%	
I believe “Think and Do” describes NC State today.	37%	61%	69%	
“Think and Do” makes me more interested in supporting/giving back to the university.	20%	32%	42%	

Think and Do

Campaign Names

Respondents were asked a series of questions regarding the following campaign names:



Question Wording: Which ONE of the following campaign names is MOST appealing to you? / Which ONE of the following campaign names is LEAST appealing to you? / Thinking about the statement you previously selected as the most appealing (see below for reference), which potential campaign name best captures this statement? / What is it about this name that is appealing to you? (open end) / What is it about this name that is unappealing to you? (open end)

Most Appealing Phrases Within the Mantras (Selected $\geq 25\%$)

NC State is uniquely positioned for greatness. Our passionate determination and bold ambition are leading us forward to solve the grand challenges of a complicated world. We are poised to make a difference like never before. Today it is our obligation and privilege to extend this legacy to future generations by stepping forward. Now's our time: We have the courage to think beyond boundaries and the power to do the extraordinary with endless ambition.

We stand tall thanks to those who walked these bricks before us. Our distinctive heritage is built on intellectual rigor, hard work, and a clear-eyed vision of a university that makes a difference. We are supported by generations of tenacious ideas and visionary acts that lead directly to innovation and prosperity throughout our state and across the globe. We are NC State. We Think and Do with extraordinary results.

Our passionate determination is needed now more than ever to solve the grand challenges facing today's troubled world. We make a difference by doing what we do best. We think beyond boundaries. We do the unexpected. We achieve the extraordinary. And our ability to think and do gives us the power to fulfill our vision of greatness.

Note: Table only includes phrases selected $\geq 25\%$ by an audience.

Question Wording:

Following are a series of statements intended to provide an overview of the concepts. Click on any of the underlined phrases within the statement that are most appealing to you.

Most Appealing Phrases Within the Mantras (Selected $\geq 25\%$)

solve the grand challenges of a complicated world.

courage to think beyond boundaries

power to do the extraordinary

those who walked these bricks before us.

built on intellectual rigor, hard work, and a clear-eyed vision

We Think and Do with extraordinary results.

facing today's troubled world.

solve the grand challenges

We achieve the extraordinary.

Note: Table only includes phrases selected $\geq 25\%$ by an audience.

Question Wording:

Following are a series of statements intended to provide an overview of the concepts. Click on any of the underlined phrases within the statement that are most appealing to you.

Phrases in the Mantras Selected MOST Frequently

Respondents preferred phrases which incorporated the words “think,” “do,” and “extraordinary.”

Statements with the words “think”, “do”, and/or “extraordinary” are highlighted red.

Alumni

We achieve the extraordinary (37%)
built on intellectual rigor, hard work, and a clear-eyed vision (35%)
courage to think beyond boundaries (34%)
power to do the extraordinary (33%)
those who walked these bricks before us (31%)
solve the grand challenges of a complicated world (29%)
solve the grand challenges facing today's troubled world (28%)
We Think and Do with extraordinary results (28%)
poised to make a difference (26%)
We do the unexpected (26%)

Non-Alumni Donors

We achieve the extraordinary (34%)
courage to think beyond boundaries (34%)
power to do the extraordinary (28%)
built on intellectual rigor, hard work, and a clear-eyed vision (28%)
poised to make a difference (28%)
We Think and Do with extraordinary results (28%)
solve the grand challenges of a complicated world (27%)
We do the unexpected (26%)
makes a difference (25%)

Note: Table only includes phrases selected $\geq 25\%$ by an audience.

Question Wording: Following are a series of statements intended to provide an overview of the concepts. Click on any of the underlined phrases within the statement that are most appealing to you.

Alumni and non-alumni donors who are likely to donate to NC State are even more likely to find the phrases with the word “extraordinary” and the phrase “we do the unexpected” to be appealing.

Results





Campaign Mantra

At NC State, our bold ambition leads us forward in solving the grand challenges of a complicated world. Our passion is matched with intellectual rigor, hard work, and a clear-eyed vision of a university that makes a difference. Like the generations that walked these bricks before us, we have the courage to think beyond boundaries and the power to do the extraordinary.



Campaign Categories (Themes)

- Extraordinary Opportunity
- Extraordinary Purpose
- Extraordinary Places
- Extraordinary Experience
- Extraordinary Leadership



Extraordinary Opportunity

Our commitment is that every keen and curious mind has access to a superior education that transforms learning into contribution and hands-on experience into immediate and lasting results for a global society. Private support provides extraordinary opportunity for North Carolinians while helping us attract the best and brightest to our state.

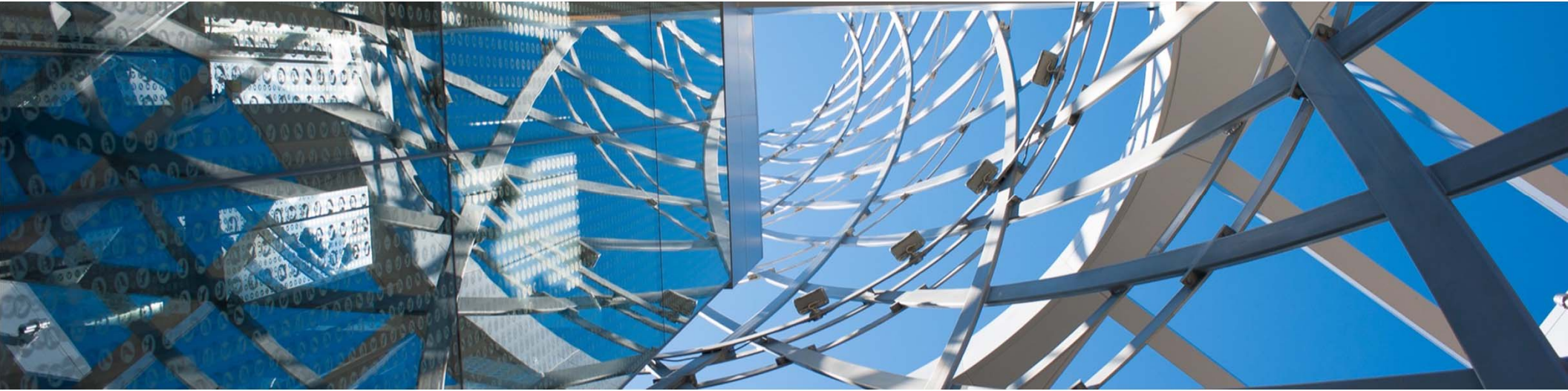
- Categories: Student scholarships, graduate fellowships, leadership programs, student success, career development, endowment



Extraordinary Purpose

NC State unites the world's best faculty and researchers with government and industry partners to think and do the extraordinary. Our faculty create dynamic new approaches to teaching and learning, fuel industries and breakthroughs, and guide our students to impactful futures.

- Categories: Professorships, research, academic innovation, endowment



Extraordinary Places

On a foundation built brick by brick, NC State's physical footprint is as bold as our determined spirit. Our campus has emerged as a global model through transformative ideas and spaces like Centennial Campus, Hunt Library, Talley Student Union and dynamic renovation of our athletics facilities. Future infrastructure improvements and growth ensure we create an environment that prepares the next generations of doers.

- Categories: Capital projects, facilities, bricks and mortar, endowment



Extraordinary Experience

Discovery and learning occurs across fields, disciplines and programs at NC State. Access to rich, hands-on learning; internships, global experiences and service learning; a world-class library; and thriving arts, social, athletics and cultural programs, our students have experiences near and far that provide perspectives that add even greater value to what's learned in the classroom.

- Categories: Student experience, athletics, arts, extension, library



Extraordinary Leadership

NC State's long-standing commitment has been to serve its state and citizens through applied innovation that solves problems and fuels prosperity. Today's grand challenges that threaten our security, health, food systems, environment, energy and social well-being require cross-disciplinary approach. Leadership and vision provide the spark to continue this tradition.

- Categories: operating funds to support a variety of projects and address areas of critical need

NC STATE

THINK AND DO
THE
EXTRAORDINARY



The Campaign for NC State

Content Strategy



Campaign Communications Planning

Strategy	Tactic	Format	Assigned	Deadline	Cost	Notes
Strategic Framework	Name/logo adaptation and guidelines	-	UCOMM	7/1/2016	-	Campaign "style guide" for copywriters and designers - DevComm has started a draft
	Additional Iconography and guidelines	-	UCOMM			possible input from vendor - especially re: video
	Messaging guidelines	Online document	DevComm	9/1/2016		what to write, how to write it, how to get it approved
	Campaign communications and relationship Policy and Process	Policy doc	Advancement Svcs and Development	ongoing	N/A	Kushal and Francine
	Campaign Case Statement content	Print and Digital	UCOMM (DevComm)	9/2/2016		Met with FWV on 8/24
	Campaign Case Design	Print and Digital	FWV	10/15/2016		
	College Case Statements content	Print and Digital	Colleges and vendor	ongoing		
	College Case Design	Print and Digital	Vendor			
	Campaign Website	Online	UCOMM	10/1 draft 10/27 final		incorporate campaign page, main page, college pages, forms, giving.ncsu.edu will become the campaign site
	Gateway pages	Online	UCOMM/colleges	10/1 draft 10/27 final		
	Reporting	Print and Digital	Advancement Svcs/ Adv. com/Web Com	8/1/2016		Tactical and annual impact reporting
	Campaign Newsletter	Digital	DevComm	11/1/2016		Freq - quarterly
	Editorial Calendar	Digital	DevComm	ongoing		Integrated features; ncsu.edu, giving.ncsu.edu, newsletters

Project Report: Campaign Deliverables - nc state

NC STATE

■ Completed ■ Upcoming (next 7 days) ■ Late

Tasklists & Tasks

Campaign Sticker for Web (Tasklist)

Task	Description	Start Date	Date Due	Assigned To	Date Created	Priority	Progress	Status	Est.	Time	Billable
Sticker options finalized by design			26 Aug (2016)	Bob W.	19 Aug (2016)		0%	Not started	None	None	None
Presentation and approval of sticker options			02 Sep (2016)	Luis C.	19 Aug (2016)		0%	Not started	None	None	None
Add the sticker options to the brand toolkit - samples of how it should be done and directions for how to work with us to do it			07 Sep (2016)	Andrew M.	19 Aug (2016)		0%	Not started	None	None	None
Send notification to all communicators about brand sticker expectations (all core sites must have) and how to work with UCOMM to implement			09 Sep (2016)	Luis C.	19 Aug (2016)		0%	Not started	None	None	None
Develop java script or plugin for adding it to websites			10 Oct (2016)	Andrew M.	24 Aug (2016)		0%	Not started	None	None	None
									None	None	None

Red and White Week Email Announcement (Tasklist)

Task	Description	Start Date	Date Due	Assigned To	Date Created	Priority	Progress	Status	Est.	Time	Billable
Email copy due			03 Oct (2016)	Jimmy R.	19 Aug (2016)		0%	Not started	None	None	None
Draft email layout			05 Oct (2016)	Jimmy R.	19 Aug (2016)		0%	Not started	None	None	None
Email approvals			10 Oct (2016)	Luis C.	19 Aug (2016)		0%	Not started	None	None	None
Email list (if needed) received			12 Oct (2016)	Jennifer K.	19 Aug (2016)		0%	Not started	None	None	None
Final email testing and proofing			12 Oct (2016)	Jimmy R., Brent W.	19 Aug (2016)		0%	Not started	None	None	None

NC STATE

CAMPAIGN CONTENT STRATEGY | STORY SELECTION

STORY SELECTION

GOALS: Demonstrate global impact // elevate NC state's brand // Build on our foundation // Illustrate the impact of philanthropy

DELIVERABLES: Campaign case for support (C), website (W), video (V), newsletters (N)

Extraordinary Opportunity	Status	Unit	Location	Synopsis	Comm Vehicle
Bone Scholarship	C	CALS		Donors: Dale & Genia Bone, scholarships to migrant farm workers & their families.	
Agricultural Institute		CALS		Seeks to connect veterans to plentiful jobs in NC ag sector.	
Warren Leadership Program		CALS		Public policy leadership skills through internships. <i>Story:</i> Anne Link, in the Peace Corps	
Ag Leadership Dev Program		CALS		Ag Leadership Development Program , a two-year program preparing future ag policy leaders.	
Helms Ag Legislative Internship Endowment		CALS		Helms Ag Legislative Internship Endowment for ag students interested in federal policy.	
JUNTOS		CALS		NC State's nationally recognized program to empower Hispanic youth to succeed in high school, graduate on time and pursue a college education. Program received a major national 4H grant	
Developing Future NC Farmers		CALS		This Tobacco Trust Fund**-funded pilot study provides internships for ag entrepreneurs - students without farming backgrounds who are interested. Contact: Sara Lane, CALS Career Services	
Cambray Smith		CALS		A rising junior at NC State preparing for a career in global health. "I have specific interests in girls' and women's health and well-being, medical care for underserved populations, and public health programming. I am pursuing a broad education that ties together bodily nourishment with cultural, political, and economic studies to better understand the many layers of health, and I am preparing for medical school with the hopes of also incorporating research and teaching into my career."	
ASPIRE	C	CALS		Montana York , Thomas Jefferson Scholar , CALS Ambassador double-majoring in agricultural science and political science, a rising sophomore with a growing number of industry connections and a spring break spent studying abroad in the United Kingdom.	C
Dean's Scholar Program		CHASS		Dean's scholar program feature - scholarship profiles	
Leadership in the Public Sector		CHASS		A degree completion program that targets military and others who want to finish their undergrad degree and go into leadership positions in nonprofit or government careers.	
Tiffany Johnson	C	CHASS		Shelton Leadership Scholar	

THE D4D

North Carolina State University

Campaign Film Casting Overview

09.09.2016

NC STATE UNIVERSITY

09.09.2016 • NC State Campaign Film • Casting Overview

THE D4D

NC STATE

CAMPAIGN CONTENT STRATEGY

COMMUNICATION DELIVERABLES

GOALS: Demonstrate global impact // elevate NC state's brand // Build on our foundation // Illustrate the impact of philanthropy

Key: D= Development, IP=In Progress, C=Completed

Communications	Status	Lead		Notes	DUE
Campaign Video	IP	D4D/AF		D4D reviewing storylines and working on casting. Filming is tentatively scheduled for the week of Sept. 19-26. Interviews .	Q4
Campaign Toolkit	C	UCOM/ DCS		Access restricted to COW communications group, chief development officers and lead college communicators. As new assets are created and added to the toolkit, we will notify users.	Q3
Campaign Newsletter	D	UCOM (DCS)		Expand audience for PIN, utilize iModules template. Quarterly delivery to f/s, alumni and donors	Q4
Campaign Website	IP	UCOM (DCS)		Developing college gateway pages, live by Oct. 28pm. Timeline .	Q4
Campaign Case Statement	D	FWV /UCOM		FWV to do layout, photography and final editing. Link to project folder .	Q4
Campaign Kickoff Event	IP	UCOM		Highlight impact, demonstrating need, inspiring donors. Live remarks/representation from the following groups: Shelton Scholarship/COE, CNR, Textiles, Caldwell, CVM, Education	Q4
SimpsonScarborough Research					Q2



Campaign Toolkit

For our Campaign to be successful, our messaging must be consistent. Use these downloadable assets to craft on-brand Campaign communications.

- [Introduction](#)
- [Campaign Lock-Ups](#)
- [University Case Statement](#)
- [Case Template](#)
- [Key Messages](#)
- [Messaging Guidelines](#)
- [PowerPoint Templates](#)
- [Letterhead](#)
- [Invitation](#)
- [Email Signature](#)
- [Email Assets](#)
- [Thank-You Card](#)
- [Website Stickers](#)
- [Red and White Week](#)
- [Stewardship](#)

Introduction

Read through the [NC State brand site](#) to make sure you understand the overarching rules and guidelines that shape the university brand. These assets are only to be used for official Campaign communications. Do not use them to promote private businesses or for individual purposes — or to replace university brand assets in non-Campaign contexts.

If you have any questions or problems as you use these assets, contact University Communications at ncstatebrand@ncsu.edu.

For questions regarding Campaign communications, please contact the Office of Development Communications and Stewardship at aeferioz@ncsu.edu or 919-513-8192.

Campaign Lock-Ups

Rather than a single logo, the Campaign is represented visually by different combinations of four elements: the NC State logo, a wolf icon, the name of the Campaign and a tagline. A combination of these elements — assembled with careful attention to spacing and alignment — is called a “lock-up.” A lock-up should be selected based on the elements it contains and the layout in which it appears.



Launch







LEADERSHIP

PURPOSE

OPPORTUNITY

PLACE

EXPERIENCE



Campaign Film



[Campaign Film](#)

Extraordinary Opportunity

Our commitment is that every keen and curious mind has access to a superior education that transforms learning into contribution and hands-on experience into immediate and lasting results for a global society. Private support provides extraordinary opportunity for North Carolinians, while helping us attract the best and brightest to our state.

NC State University is a premier center for undergraduate and graduate education, known globally for innovative degree programs that address real-world challenges. For more than a century, promising students have come here to pursue knowledge and to discover and develop their talents and dreams.

The largest university in the UNC system — graduating more North Carolinians than any other university — NC State enrolls students from all 100 North Carolina counties, all 50 states and 120 countries. Student success is central to everything we do. No priority is more important than extending educational opportunities to scholars from across a spectrum of backgrounds.

But cost is a major consideration for students and families, and it is one of the leading reasons students enroll in the first place. Establishing more scholarship and fellowships will provide the critical support to recruit and retain tomorrow's leaders, the people who will contribute to fighting insect-borne diseases, rebuilding our nation's power grid, analyzing the planet or performing complex animal surgery.

The Campaign will create more merit scholarships, bridge the access gap, expanding alternative and transfer pathways, and broaden the foundation for our research effort.

Financial barriers should never slow imagination or drive "Your support is the foundation for our research effort."


Financial barriers should never slow imagination or drive "Your support is the foundation for our research effort."

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NC STATE THINK AND DO THE EXTRAORDINARY

College Case Statement — Template




THINK AND DO
THE
EXTRAORDINARY



The Campaign for NC State

College of Education

NC State's College of Education prepares students for futures as educators and leaders while also propelling pedagogy forward. We develop professionals and advance research that encourages the educational success of all North Carolinians.



This is Our Time
We are thought leaders, change agents, visionaries and problem-solvers. We drive discovery and apply it to how we teach and learn.

The College of Education prepares professionals who educate and lead. Our inquiry and practice reflect integrity, a commitment to social justice and the value of diversity in a global community.

Our faculty are leading the way in North Carolina, increasing opportunities for students and reducing achievement gaps.

Research done in the College looks at traditional ideas about education through a different lens. We are a voice of innovation. We encourage learning across the lifespan.

Investing in Leaders
College of Education graduates go into the world and improve lives. Our educators graduate with the knowledge, skills, experience and ongoing support needed to lead their fellow faculty, elevate their schools and strengthen their communities.

Our impact has been tremendous. Schools employing our graduates show dramatic improvements in students' grade level proficiency, attendance and significant decreases in behavioral incidents.

National organizations are taking notice of the work we do. The University Council for Educational Administration presented the College with the 2014 Award for Exemplary University Based Educational Leadership Preparation.

Grants and philanthropy have been absolutely essential to the College's success and will be critical as we continue to address the grand challenges of a complicated world.

"One of the points of pride for the College of Education is we know that all of our graduates can be outstanding teachers." —Dean Denowitz

www.campaign.ncsu.edu/

Great Schools have Great Leaders.

Our Campaign Priorities

Opportunity
Student success is central to everything we do. We offer undergraduate and graduate students a personalized experience that equips them for the ever-changing 21st-century classroom. We provide students with access to a personalized education — with minimal debt — helping to attract the best and brightest educators to our university and state.

Purpose
Our faculty works with scholars across the academic spectrum on research that shapes the way students learn — from the elementary school classroom to the university lecture hall. And our students put that research to work every day as student-teachers in North Carolina schools. To continue making progress toward solutions for the grand challenges facing the field of education, we must be able to recruit and reward high-performing faculty.

Persistence
Students gain classroom experience as early as their sophomore year, allowing them to forge early national leadership. Flexibility is part of what makes NC State from its peers: each of our programs offers students the opportunity to complete only one program. We also offer dual student education on a global scale, with multiple licensures and bachelor degrees in student teaching programs in Russia, China.

Port
College of Education Excellence
to the flexibility needed to respond to



With your support, we will reach our full potential.

emerging opportunities and initiatives. Research and technology change constantly, and private funds allow our leadership to plan strategically for the future while supporting our highest priorities.

Private support has been the catalyst behind making us great. The Campaign will position us to do the extraordinary.

Leaders in Our Field
The NC State College of Education cultivates high-quality teaching candidates by combining cutting-edge, solution-driven research, technology and scholarships with the opportunity to learn from innovative faculty and partners.

92% of our graduates are now employed as teachers

14:1 is the average ratio of students to teachers in a College of Education classroom

Top 5 best value for online graduate education programs

www.campaign.ncsu.edu/

NC STATE

THINK AND DO
THE
EXTRAORDINARY



The Campaign for NC State





THINK AND DO
THE EXTRAORDINARY

The Campaign for NC State

About the Campaign

Why Give

Where to Give

How to Give

Connect

GIVE NOW →

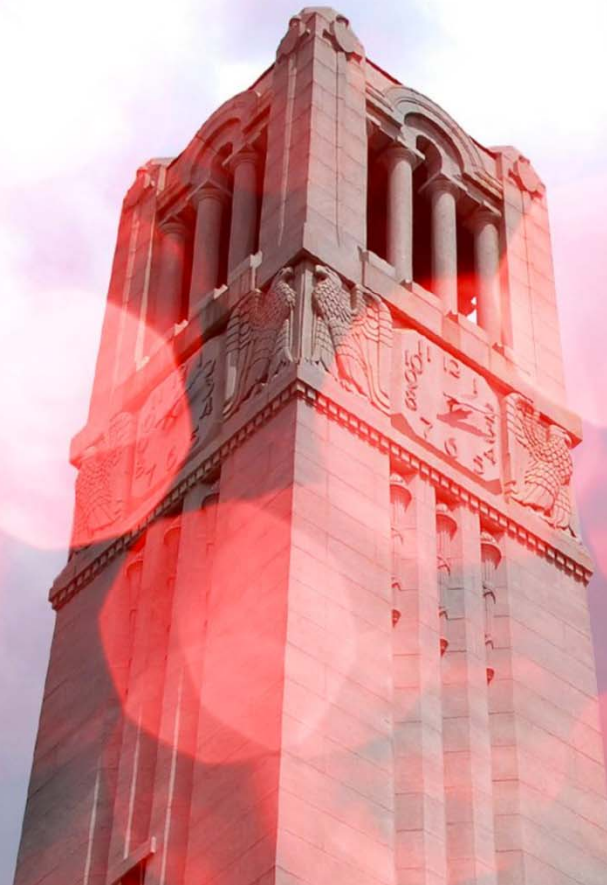
For a Greater NC State

Our bold ambition leads us forward in solving the grand challenges of a complicated world. Like the generations that walked these bricks before us, we have the courage to think beyond boundaries and do the extraordinary.

THE EXTRAORDINARY

At NC State, we take on the big problems and solve them. We educate, innovate and create prosperity. Here's what that looks like in action.

WATCH THE VIDEO



CAMPAIGN NEWS | [More Stories](#)

Reflection of a Legacy



A new documentary — set to premiere on campus this month — explores how language and speech manifest in the everyday lives and experiences of African-American English speakers. Walt Wolfram, the William C. Friday Distinguished Professor of Linguistics at NC State, is the film's executive producer.

[Read More →](#)

Our Goal

We're about to raise **\$1.6 billion** for scholarships, research, programs and facilities — making this the boldest effort of its kind in NC State's history.

\$1,072,973,025

Campaign Progress as of March 31,
2017



Our Priorities

We've mapped out a big, bold future for NC State: increasing scholarships and fellowships, strengthening our faculty and their research, and extending education and opportunity to tens of thousands of students. Discover how you can help us do all those things and more.



Extraordinary Opportunity

Unlock untold opportunities for deserving students in North Carolina, across the nation and around the world. →



Extraordinary Purpose

Fuel the world's best faculty and researchers to educate, innovate and find interdisciplinary solutions. →



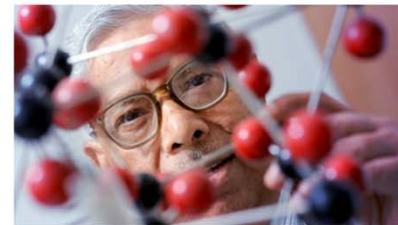
Extraordinary Places

Build upon NC State's proud foundation by raising incomparable, cutting-edge facilities. →



Extraordinary Experience

Empower NC State students with the skills and experiences they need to take on the world. →



Extraordinary Leadership

Help us fulfill our land-grant mission — and lead the way to prosperity for all. →



THINK AND DO
THE EXTRAORDINARY

The Campaign for NC State

About the Campaign

Why Give

Where to Give

How to Give

Connect

GIVE NOW →



Dean Bill Ditto explains how private support creates an environment that reflects the college's creativity, diversity and intellectual vibrancy.

College of Sciences

Your support shapes a new generation of well-rounded scientists who will make extraordinary contributions that change the world.

College Overview

The College of Sciences makes NC State the university of choice for diverse, high-performing science students and faculty in the biological, mathematical and physical sciences. These creative minds do the extraordinary to solve society's

SUPPORT THE COLLEGE

There are many ways to support the college through a gift to the College of Sciences Foundation. Give now to create an extraordinary future for our students.

Campaign Stickers

NC STATE
UNIVERSITY

RESOURCES

Search



College of Sciences

THINK AND DO
THE EXTRAORDINARY
Support the College →

About

Academics

Departments

Research

Outreach

Giving

An Environment
That Empowers

Life as a Sciences student in 2017 →

WHAT'S HAPPENING | [News & Features](#)



**THINK
AND DO
THE
EXTRAORDINARY**



The Campaign
for NC State

NC STATE



Ongoing Execution — Creating a Culture of Philanthropy



Development Communications

NC STATE UNIVERSITY

 **THINK AND DO THE EXTRAORDINARY**
The Campaign for NC State

PHILANTHROPY IN THE NEWS



April 18, 2017


Apprentice-Style Learning

When Stacy Wood came to NC State in 2010, the university had no reputation in her field of consumer research. However, with support from the Langdon Distinguished University Professorship in Marketing, Wood has built a research program that benefits students, the university and partner companies.

[Read Now »](#)

NAS Committee Responds to Critique of Gene Engineering Report

NC STATE UNIVERSITY

 **THINK AND DO THE EXTRAORDINARY**
The Campaign for NC State


[About the Campaign](#) [Why Give](#) [Where to Give](#) [How to Give](#) [Contact](#) [GIVE NOW »](#)

Campaign Update


The Campaign for NC State is making great strides toward our \$1.8 billion goal - thanks to you!


Red and White Week planning has already begun.
Save the date! Oct. 30 - Nov. 4, 2017


Nov. 2 Evening of the Stars
Nov. 3 Campaign Cabinet Workshop
Nov. 3 Celebration of Philanthropy event




PHILANTHROPY IN THE NEWS | [Read about how news is helping the success of philanthropy at NC State.](#)


May 1, 2017
The Goodnight Scholars Program Announces Class of 2021
The Goodnight Scholars Program at NC State University awarded the 50 students selected for the Class of 2021.
[Read More »](#)


Apr 28, 2017
Student Giving Day 2017
On March 28, Student Government joined with NC State's Division of Academic and Student Affairs and Office of Annual Giving to host Student Giving Day. The event was part of an initiative to bring the culture of student philanthropy at NC State and was held on campus in the central location being on Bedford Commons outside of Wiley Student Union.
[Read More »](#)


Apr 18, 2017
Fashion Exposure
During the annual Fashion Exposure runway show, scores of student models and more than a dozen student designers complete winter look-alikes for scholarship awards. However, the designers are quick to credit the many other resources available to them through the College of Textiles.
[Read More »](#)

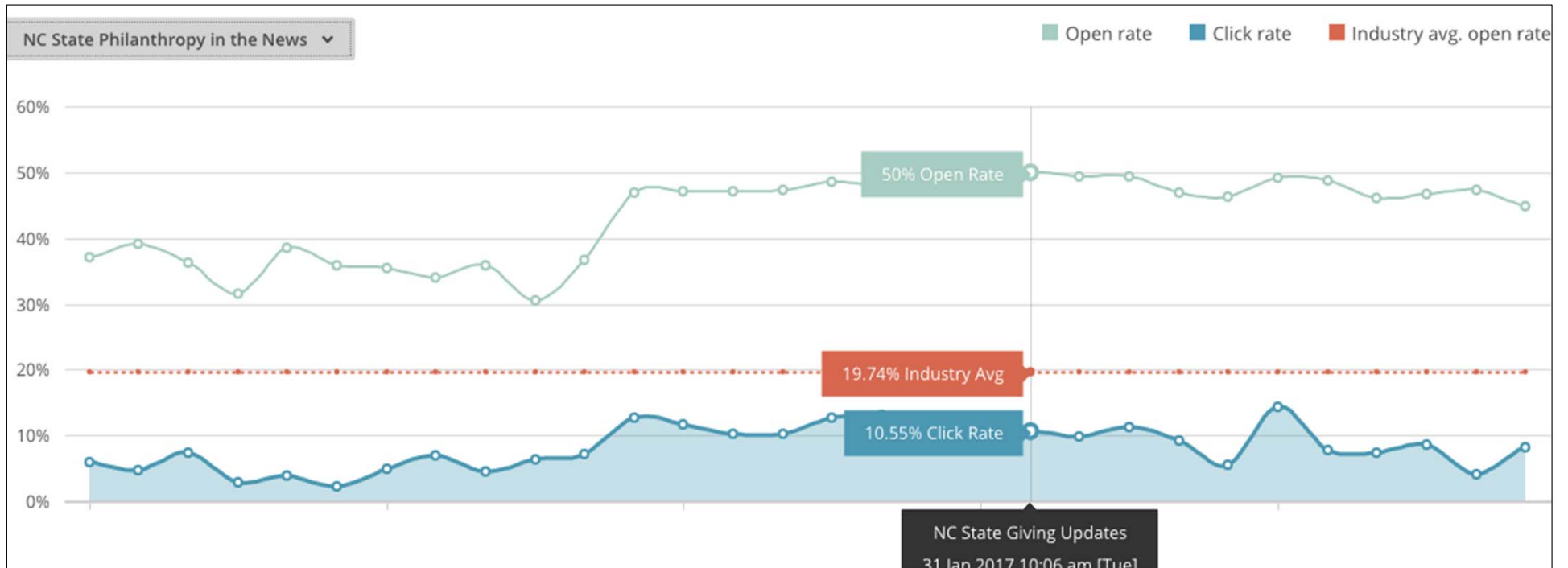

RECENT EVENTS

Campaign Kickoff Tour
In the last five years NC State has made tremendous progress that has been propelled by the innovative efforts of our students, faculty and staff, and supported by our generous alumni, donors, partners and friends. As we look to public phase of the most ambitious fundraising goal in the university's history, we know the success of the Campaign will require sustained focus and unwavering commitment from our entire community. The Campaign's Campaign Kickoff Tour is designed to inspire, educate and engage a broad audience of alumni, friends, family, and donors as we build a culture of philanthropy at NC State.
[Check out the photo galleries from our Campaign Kickoff Tour »](#)

\$1,084,124,876
The total amount of private support raised toward the Think and Do the Extraordinary Campaign goal as of April 28, 2017.
Thank you!

Giving

Development Communications



March average open rate: 47.65%
List average open rate: 43.2%
Industry average open rate: 19.7%

March average click rate: 9.575%
List average click rate: 8.9%
Industry average click rate: 2.1%

Giving

Development Communications | Gift Announcements

NC STATE
UNIVERSITY

RESOURCES

search ncsu.edu

The Campaign for NC State Home →



Giving News

Impact

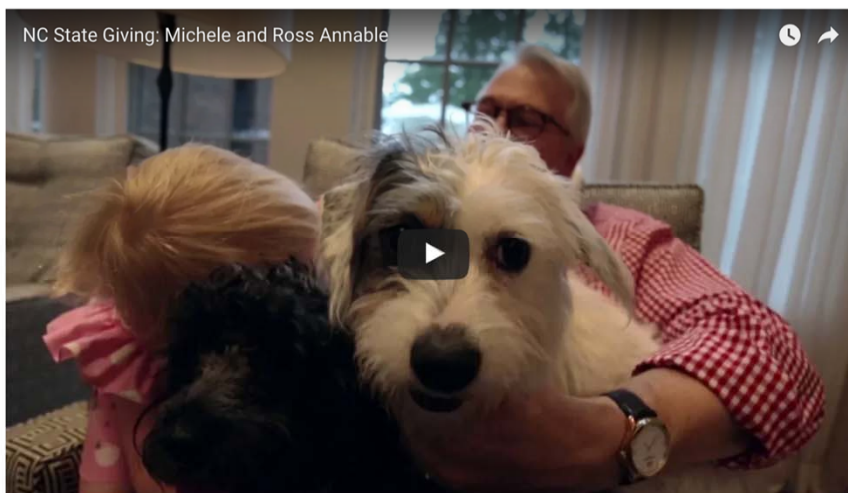
Gift Announcements

Faculty/Staff Giving

Donor Recognition



Fostering Care



SHARE



FILED UNDER

Gift Announcements, Impact

TAGS

College of Veterinary Medicine,
Donors, Michele Annable, Ross
Annable, Scholarships, Service,
Students, Terry Foundation, Think
and Do

Giving

Development Communications | Feature Stories

NC STATE
UNIVERSITY

RESOURCES

search ncsu.edu



The Campaign for NC State Home →



Giving News

Impact

Gift Announcements

Faculty/Staff Giving

Donor Recognition



Advancing Culture Through Design



SHARE



FILED UNDER

Impact, Think and Do the
Extraordinary

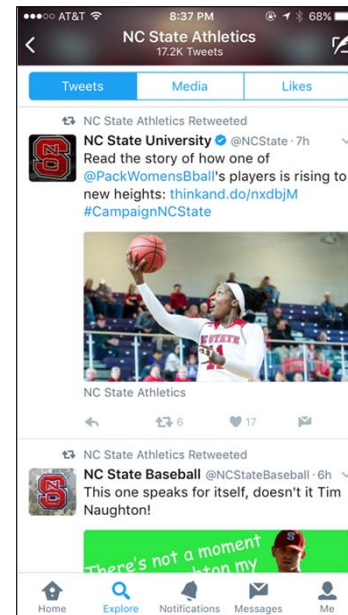
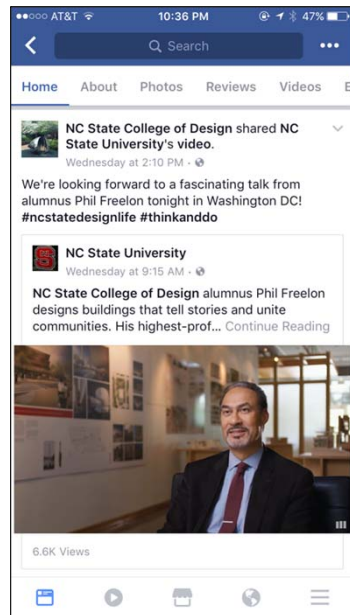
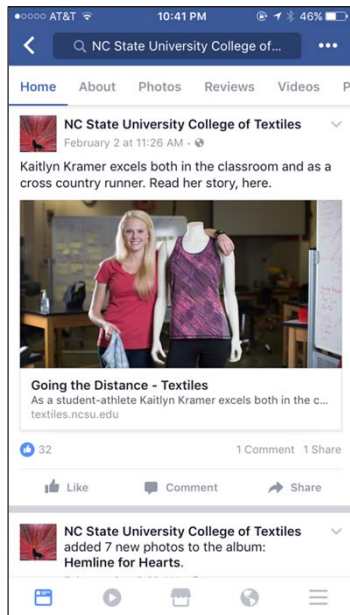
TAGS

College of Design

February 10, 2017 | [Nicholas Langhorne](#)

Giving

Development Communications | Social



Campaign Kickoff Tour



Campaign Kickoff Tour

UPCOMING CAMPAIGN KICKOFF TOUR DATES | [Upcoming Events](#)

Apr
22

Saturday | 1:30 PM

Boston Network: Baseball
Game with Chancellor
Woodson

May
3

Wednesday

Atlanta Network: Reception
with Chancellor Woodson

May
9

Tuesday | 6:00 PM

Wilmington Network:
Reception with Chancellor
Woodson



Campaign Kickoff Tour

NC STATE THINK AND DO THE EXTRAORDINARY

DEVELOPMENT STRATEGY FOR UNIVERSITY EVENTS

Purpose: University Advancement Events provide a powerful opportunity to engage donors and prospects. The creation of this process document is to provide a framework and strategy for maximizing the impact of our Campaign Kickoff Tour Events. These Kickoff Events are a priority for the University and as such, Campaign Cabinet members, senior leadership and development officers should aim to attend as many events as possible.

Note: All documents will be shared through Google Drive.

Execution of this process will depend on the level and type of event we plan.

1. Chancellor's Level Official Campaign Event - event that is designated as a campaign event and has chancellor attendance.
 - a. Full Process.
2. Deans or Other Senior University Level Event - event that is designated as a campaign event and has senior university leader attendance.
 - a. Full Process.
3. Centrally Planned Campus Events - events like the New Point events, Celebration of Philanthropy, Basketball games, or other centrally planned campus sponsored events.
 - a. Will have a modified process that includes:
 - i. Sharing information on the event.
 - ii. Sharing RSVPs with prospecting information.
 - iii. Custom event based ask in remarks.
 - iv. Follow up reports as necessary.
4. Tier 2 Campaign Events - This is an event like a game watch, service day, networking event.
 - a. Only Pre Event, Section 1 - A and B Identification of College/Unit and communication supports.
5. College/Unit Specific events - events like Shelton Forum, Wicks Range Lecture, etc.
 - a. If the college/Unit feels it is a development opportunity to invite prospects they should email to group-development@ncsu.edu.

Pre Event:

1. The planning unit is responsible for creating the event registration.
 - a. The planning unit will alert the group-development@ncsu.edu when the event registration is open and share the following:
 - i. Event briefing
 - ii. Digital materials
 - iii. Email blast schedule
 - iv. Invite list
 - b. **Note:** The event registration email is the trigger for all units to establish timelines for each of their respective tasks (Attend Group Initiatives, Prospect Research, Advancement Capital).
 - c. Individual units will supplement the communications of the Alumni Association and UConn by encouraging their constituent groups to attend.
 - i. Including in IntroCollege Examination of events
 - ii. DO's personally encourage prospects (Discovery and MQ2) to attend
 - iii. Consider sharing event dates through regular unit/collage communications

NC STATE THINK AND DO THE EXTRAORDINARY

DEVELOPMENT STRATEGY FOR UNIVERSITY EVENTS

- a. All Others - Send to Annual Giving to be worked into a call program that recognizes they attended the event.
- a. Individuals requesting membership information - Send to the Alumni Association

Midnighted Timeline

1. Prospect Research will send lists to the Office of Gifts and Records Management for coding under activities.
2. Admin Completion will send list of handouts and survey responses to the Office of Gifts and Records Management for mailing and updating records.
3. Colleges and units are responsible for following up on leads and reporting outcomes.
 - a. All attendees that are major gift prospects but not qualified should receive an initial outreach within two weeks of the event by the assigned unit. The goal will be to move into a discovery pool or qualify.
 - b. All attendees that designate an interest through actions two weeks of the event by the assigned unit.
 - c. Assigned major gift prospects should have at least one follow up call or email within two weeks of the event.
 - d. All moves should be reported and recorded in ACRM.
4. Information will be shared with the colleges and units for tracking results via Contact Reports, Proposals and Drip plan in order to ensure all actions are completed.
5. Individuals who have expressed an interest in volunteerism can be used to build.
 - a. Colleges / units should iterate on how to engage prospects.
 - b. College / units may consider sharing one or several.

Timeline Overview:

- Event registration is open
- Colleges/units share registration information with their units
- 30 days prior to event preliminary RSVP list is shared
- 3 days prior to event, Prospect Management shares list
- Event
- 1 week post event - Follow up e-communication sent
- 7-10 days post event - prospect lists shared with internal
- 10-15 days Post event - development teams determine event

Additional Timeline for Chancellor Involvement:

- 10 days prior guest list and bulletin report
- 10 days briefing materials

NC STATE THINK AND DO THE EXTRAORDINARY

DEVELOPMENT STRATEGY FOR UNIVERSITY EVENTS

2. Ten days prior to the event, Prospect Research will share the preliminary RSVP list.
 - a. Prospect Research will produce an initial bulletin and new event report** point report based on identified attendees.
 - i. Central Development student workers may assist Prospect Research looking up Advance list numbers
 - ii. A report will be uploaded to Google Sheets and shared via email with group-development@ncsu.edu for review.
 - iii. Prospect Research prepares the Chancellor's materials per established process

****The new event report should include: name, advance id, address, research rating, electronic rating, lifetime credit, job title, company, last gift amount, last gift date, PhD, discovery assignment, last contact**

NC STATE THINK AND DO THE EXTRAORDINARY

Thank you for joining us! NC State's success requires the collective support of our alumni and friends. Let us know how you would like to be a part of the Think and Do the Extraordinary Campaign.

Complete this card for a chance to win an NC State prize!

☐ I'd like to be a Campaign volunteer or ambassador

☐ I want to make a Campaign gift

☐ I'd like Alumni Association membership information

Name: _____



Email: _____

Address: _____

Social Media

HOWL BACK NC State Alumni Association added 30 new photos — at BB&T Ballpark.
Published by Megan Ellisor (7) · March 29 at 8:15pm · Charlotte · 🌐

We had a ball in Charlotte last night. Thanks to all who came out to learn about #CampaignNCState and cheer on the Pack to a 15-10 win over the 49ers.
Check out our upcoming stops to see if Campaign NC State is coming to a town near you! <http://ncst.at/jHLzvT>



12,477 People Reached
271 Reactions, Comments & Shares

252 Like	247 On Post	5 On Shares
10 Love	10 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
9 Shares	0 On Post	9 On Shares

1,986 Post Clicks
1,342 Photo Views 42 Link Clicks 602 Other Clicks

NEGATIVE FEEDBACK
28 Hide Post 1 Hide All Posts
0 Report as Spam 0 Unlike Page

Get More Likes, Comments and Shares
Boost this post for \$5 to reach up to 2,200 people.

12,477 people reached [Boost Post](#)

👍❤️ Doug Stockton, Susan Parker and 255 others

👍 Like 💬 Comment ➦ Share

We had a ball cheering on the #Pack9 to a 15-10 win in Charlotte. Join #CampaignNCState in a town near you! ncst.at/jHLzvT



LIKES
12



2:07 PM - 29 Mar 2017

Campaign Kickoff Tour

flickr

Explore

Create

Photos, people, or groups



Log In

Sign Up



NC State Events

+ Follow



PRO

donoreventphotos

7 Followers • 0 Following

2,205 Photos

Joined 2013

Photostream

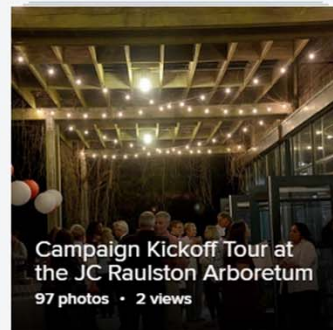
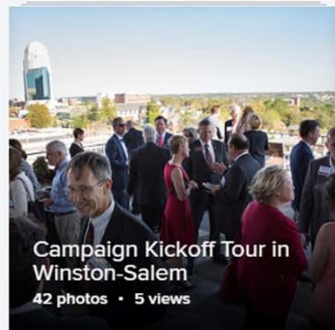
Albums

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Groups

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View collections






[Campaign Film](#)

2017 Spring Marketing Campaign



Ad Creation

NC STATE



**We
strengthen
engineering.**

Find out how →

NC STATE We create leading engineers.
Discover NC State →

NC STATE

**We put experts
in the fields.**

Discover NC State →


NC STATE

**We strengthen
engineering.**

Find out how →

NC STATE **We put experts in the fields.** Discover NC State →


NC STATE



**We
inspire
scientists.**

Find out
how →

NC STATE

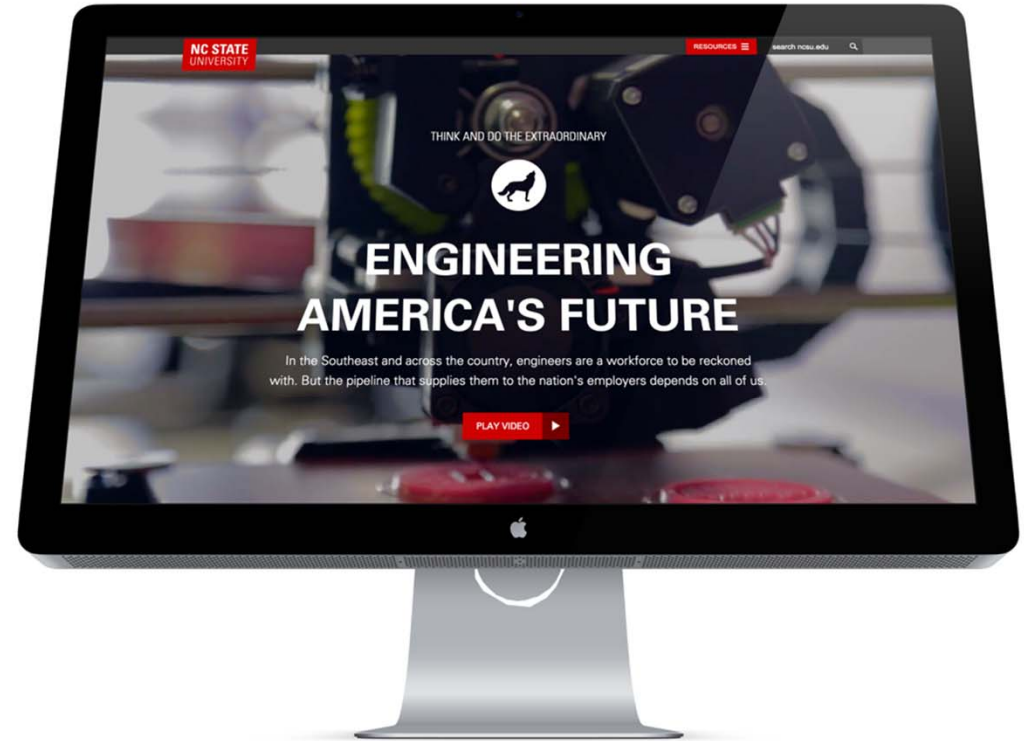


**We create
leading
engineers.**

Discover NC State →

Landing Pages

- Ads click through to landing pages with video and other content designed to pique interest and create engagement
- 'Learn More About NC State' option designed to harvest email addresses and additional visitor information
- Additional information is shared with Prospect Research
- Pages also include the option to instantly make a gift



Questions?

NC STATE



[Campaign Film](#)