

# Essential Effect – ADRP Submission

## 100 Reasons to Celebrate

Essential the NAIT Campaign raised more than \$100 million thanks to the support of thousands of donors. We marked this special moment in our history by celebrating and sharing 100 reasons why NAIT has an essential effect on our polytechnic, our province and beyond.



View the campaign video here: <https://www.youtube.com/watch?v=YxJoULe67Mo&feature=youtu.be>



## The Making of the Wordmark

The Essential Effect wordmark was inspired and based on the words Essential 'Effect'. The effects from the campaign impacts many areas, not only within NAIT and its students but also with the broader community. Much like a ripple that emanates from a single action, the idea was to depict a mark that would capture this thought. Ultimately it is a central source that radiates outwards and benefits the whole community. The key feature of the mark is depicted as a series of expanding dot which can be seen the inspiration of an idea taking hold, a positive influence spreading out or as a firework igniting - matching the celebratory feel of the campaign.

Two variations of the wordmark were adopted by committee: a semi-circular, radiating dot version and a version where the radiating dots form a circular shape - thus indicating strong connections that bring us together to create community and something whole.



## Campaign Launches

A new Advancement microsite supported the '100 Reasons' campaign by housing all 100 stories on the homepage in a variety of different & digestible formats including aggregated posts from social, long-form articles and a photo and caption treatment.



## 100 Reasons to Celebrate

Essential: the NAIT Campaign has raised more than \$100 million. Here we share and celebrate 100 reasons why donations have an essential effect at NAIT and in the community.

**Reason #100**

**\$123,151,493**

**An 'Essential' moment in history: NAIT raises record \$125M in donations**

Three-and-a-half years and more than 4,200 supporters added up to a record-breaking \$125 million in donations for NAIT students, applied research and campus growth. [Find out more](#)

**Reason #37**

**Overcoming barriers to academic success**

NAIT staffer honours parents' memory with bursaries to help students in need.

**Reason #95**

**Inspiring Indigenous success**

**Reason #21**

**Reason #85**

**A steward of nature**

**Reason #61**

**Reason #92**

**Heavy equipment grad 'never gave up' in face of adversity**

Megan Shecholsky wants to be a role model and help other women succeed in the trades.

**Reason #87**


**WBM partnership boosts NAIT summer camps**

The donation ensures 30 kids enjoy a fun summer of learning.


## The Marketing Mix

The marketing promotion consisted of a variety of earned, owned and paid multi-media to reach our target audience(s) and bring awareness to this campaign. We utilized NAIT properties, including our social channels (LinkedIn, Facebook, Twitter) and great results, including an average engagement rate of 1.51% on LinkedIn! Additionally, we ran a targeted digital campaign with Google Ads and some external print and TV placement.

## LinkedIn Post Examples

 **NAIT (Northern Alberta Institute of Technology)**  
101,430 followers  
6mo

This academic year, more than 4,500 deserving students will receive over \$6 million in scholarships and bursaries! Before attending NAIT, Chris Crevier studied hard and turned his life around. On his way to graduation, the Alternative Energy Technology student looks back on how scholarships had an [#essentialeffect](#) on his journey.



Scholarships help student achieve his ambitions  
youtube.com

57 Likes · 9 Comments


 **NAIT (Northern Alberta Institute of Technology)**  
101,430 followers  
6mo

Back in 2015, when Ellen Hughes was planning to retire, Elaine Betchinski thought about what she should do to commemorate her partner's 36-year long career at NAIT. It was the perfect gift, that even in Ellen's retirement, she would still help students succeed.




Endowment honours former dean  
nait.ca

38 Likes · 2 Comments

 **NAIT (Northern Alberta Institute of Technology)**  
101,430 followers  
6mo

As a mobile crane operator, Morgan Bosch helps build communities. See how the NAIT apprentice is having an [#EssentialEffect](#) and serves as a role model for women in trades: <https://nait.li/2GnfziJ>



Crane operator soars to new heights  
nait.ca

98 Likes · 1 Comment

 **NAIT (Northern Alberta Institute of Technology)**  
101,430 followers  
7mo

On [#WorldWaterDay](#), we recognize NAIT alumnus Jesse Skwaruk (Water and Wastewater Technician '13) who travels the globe to help bring clean water for communities in need. He's also inspiring the next generation of world-changing crusaders by providing the Jesse Skwaruk Water Education Scholarship for students in the Water and Wastewater Technician program.




The Clean Water Crusader: learn more about Jesse Skwaruk's impact at NAIT  
nait.ca

## Facebook Post Examples

**NAIT** Sponsored · 🌐 Like Page

Andrew Hore spent three seasons as forward with the NAIT Ooks men's hockey team. Those formative years left a lasting impact on Andrew and inspired him and his fellow teammates to give back, in a BIG way, to NAIT. [#essentialeffect](#)




NAIT.CA  
**Playing it Forward**  
The Essential Effect - Celebrating our historical \$100M... [Learn More](#)

👍❤️ You, Ruth Ellen Thongdee, Panharith In and 57 others 4 Shares

**NAIT** Sponsored · 🌐 Like Page

"NAIT is where I learned my entrepreneurship skills. It's helped me learn how to run a business, how to manage my finances...and also how to give back to my community." [#essentialeffect](#)




NAIT.CA  
**100 Reasons to Celebrate**  
Ashif Mawji is giving us a reason to celebrate! [Learn more...](#) [Learn More](#)

👍 You, Michael Liu, Drin Faustino and 37 others 2 Comments 7 Shares

**NAIT** Sponsored · 🌐 ...

We're celebrating the success of our \$100 million fundraising campaign by sharing 100 reasons why donations have an essential effect at NAIT and in the community. Check it out!




**100 Reasons to Celebrate!**  
Celebrate with us, learn more ab... [LEARN MORE](#)

👍 16 3 Shares

**NAIT** Sponsored · 🌐 ...

Thanks to thousands of donors, we raised more than \$100 million for student success, applied research and campus development! In appreciation, we're sharing 100 reasons how donors are having an essential effect on our campus and beyond.



nait.ca  
**Celebrating our Historic \$100M Fundraising...** [LEARN MORE](#)

👍❤️ You, Tammy Carreiro and 26 others 1 Comment 4 Shares

👍 Like Comment Share

**NAIT** Sponsored · 🌐 Like Page

We're extremely proud of our partnership with NAIT's Students' Association. They helped us make history in 2015 and we're making history again thanks to them and thousands of others. That's the [#essentialeffect](#)

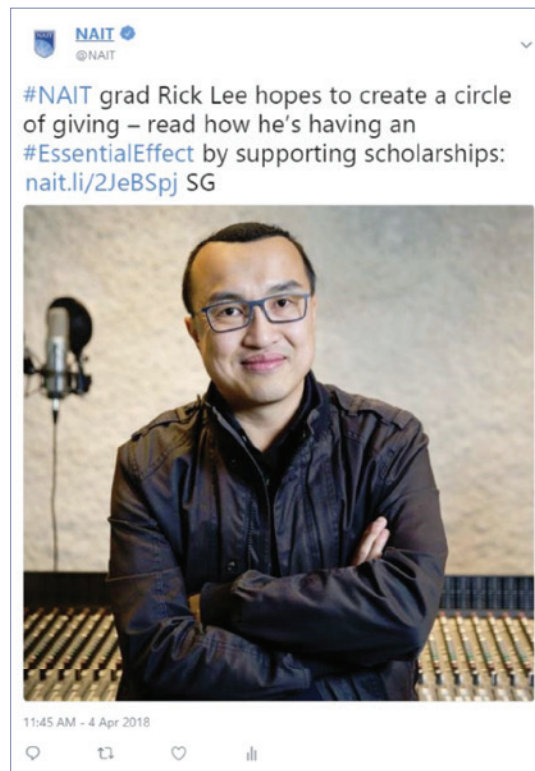
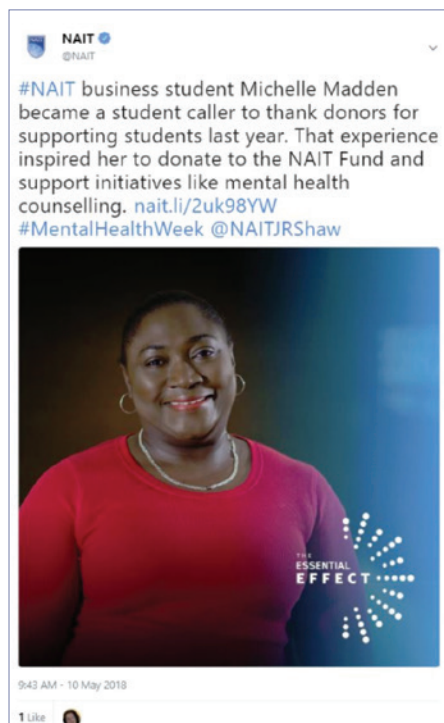


NAIT.CA  
**100 Reasons to Celebrate**  
The Essential Effect - Celebrating our historical \$100M... [Learn More](#)

👍❤️ You, Melissa Maciver, Ayra Balane and 49 others

Check out our social video here: <https://www.youtube.com/watch?v=z4oqBnfnphY&feature=youtu.be>


## Twitter Post Examples



## Instagram




## Marketing Landing Page Example

 **GIVING**

[NAIT.ca](#) [Donate](#)

Discover NAIT alumnus Ashif Mawji's passion for entrepreneurship



**ASHIF MAWJI**  
COMPUTER SYSTEMS TECHNOLOGY '92

### Fuelling Entrepreneurship

While growing up in Kenya, Ashif Mawji (Computer Systems Technology '92) learned from his parents that if he wanted something he would have to work for it. That stayed with him when he came to Edmonton, where he attended NAIT before going on to become one of the city's most successful entrepreneurs, founding a series of IT companies.

Another lesson stayed with him as well. "Back in Kenya, we'd always share. Even if we had a little bit, we would share that." That's one of the reasons Mawji and his family have made the largest donation NAIT has ever received from an alumnus. Their gift of \$1 million established the Mawji Centre for New Venture and Student Entrepreneurship.

Watch the video to learn more about Ashif and his essential effect at NAIT.

You too can create your own essential effect and make an impact on students by giving to NAIT today.


**THE ESSENTIAL EFFECT**  
100 Reasons to Celebrate

[Find out more »](#)



Sharing this story increases the impact:

[Facebook](#) [Twitter](#) [LinkedIn](#) [Email](#)

More stories you may enjoy:




Digital Ad Examples



# Millar Western supports Forestry Students

Find out more »





# Business Leader has Big Plans for NAIT

Find out more »





# Crane Operator Soars to New Heights

Find out more »





# McCoy Global invests in NAIT to move technology forward

Find out more »



## NAIT External Display Screen

# THANK YOU



FOR YOUR CONTINUED  
PARTNERSHIP AND  
DEDICATION TO  
**STUDENT SUCCESS**



# Thank You



for your continued support of our  
machinist students and program

[nait.ca/giving](http://nait.ca/giving)



## CONGRATULATIONS

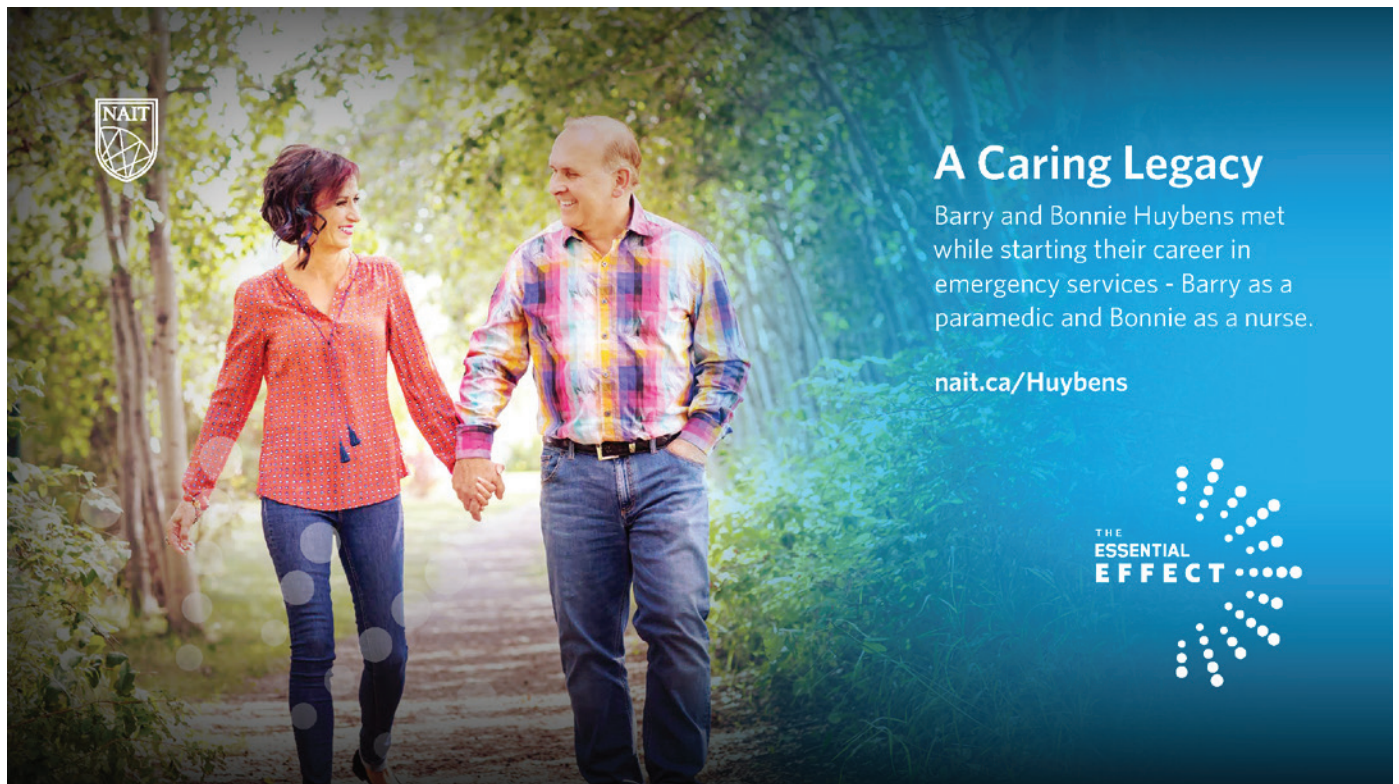
This year, more than 4,500 deserving  
students will receive over \$6 million in  
scholarships and bursaries.



Thank you to  
our donors  
for supporting  
student success.



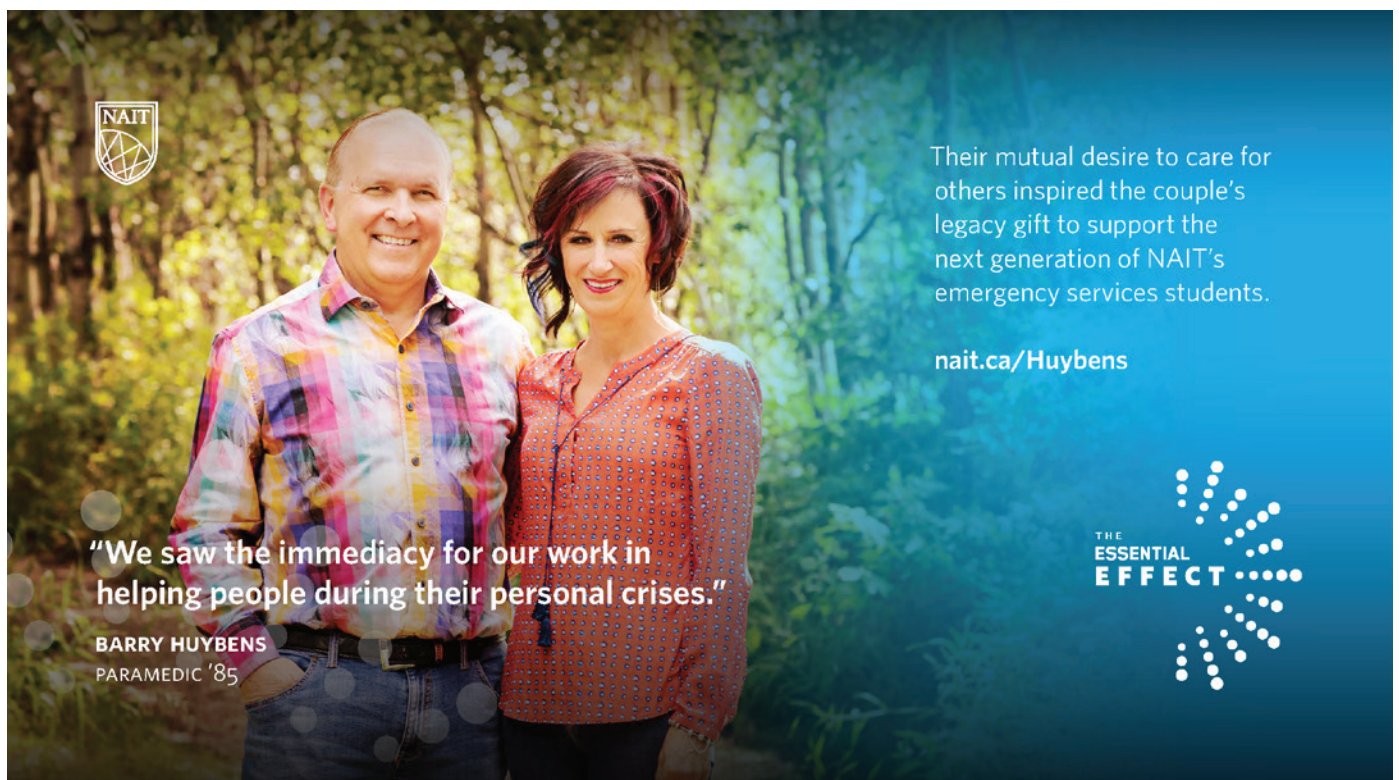
## External TV placement



### A Caring Legacy

Barry and Bonnie Huybens met while starting their career in emergency services - Barry as a paramedic and Bonnie as a nurse.

[nait.ca/Huybens](http://nait.ca/Huybens)



Their mutual desire to care for others inspired the couple's legacy gift to support the next generation of NAIT's emergency services students.



[nait.ca/Huybens](http://nait.ca/Huybens)

"We saw the immediacy for our work in helping people during their personal crises."

**BARRY HUYBENS**  
PARAMEDIC '85



Print Examples




### The Clean Water Crusader

On World Water Day, we recognize and celebrate NAIT alums who make the world a better place. Jesse Skwaruk (Water and Wastewater Technician '13) travels the globe to help provide clean water for communities in need.

He also shows his commitment to giving by supporting NAIT. Jesse has provided scholarships to NAIT students - his way of inspiring the next generation of world-changing crusaders.

[nait.ca/Jesse](http://nait.ca/Jesse)





NAIT alum **Harold Larson** (pictured third from left, middle row), leads a 20-person wildfire-fighting crew.



### Blazing New Ground in Firefighting

Veteran firefighter, Harold Larson (Forest Technology '13), has been fighting wildfires since his Grade 11 summer break. He's worked in the U.S., throughout Canada and even Australia, where he battled the Black Saturday Bushfires.

Now the leader of a 20-person wildfire-fighting crew, Larson credits his love of the job and NAIT education (supported by no less than 10 scholarships and bursaries), for ensuring Alberta is home to the industry's most skilled firefighters.

[Read more at nait.ca/harold](http://nait.ca/harold)



## Donor Newsletter



### WE COULDN'T HAVE DONE IT WITHOUT YOU

**Essential:** The NAIT Campaign has been an incredible success! I would like to thank all who donated – your generosity has truly made a difference. From alumni and other individuals, to organizations that support NAIT, every donation has impact and is making a difference in the lives of our students and our amazing institution. Your support is helping NAIT to achieve its vision to be one of the world's leading polytechnics and the most relevant and responsive post-secondary institution in Canada. Thank you, thank you, thank you!

Glenn Feltham, PhD  
President and CEO

### \$100 MILLION...AND COUNTING!



31% of staff contributed to the NAIT it Forward staff fundraising campaign in 2017  
66% of donors gave for the first time; 30% gave more than once

#### 100% OF YOUR GIFT GOES TO WHERE IT'S DESIGNATED

Gifts can be made to the NAIT Fund or any program, scholarship, capital project or area of need.

Visit [nait.ca/support](http://nait.ca/support) to make your gift today.

#### Department of Advancement

214, 10611 Kingsway Avenue,  
Edmonton, AB T5G 3C8

P: 780.471.8800 TF: 800.289.7609  
F: 780.471.8414 E: [giving@nait.ca](mailto:giving@nait.ca)

Charitable Registration Number:  
10778 1205 RR0001



ANNUAL GIVING SPOTLIGHT | SPRING 2018

THANKS TO YOU, WE HAVE MANY REASONS TO CELEBRATE!

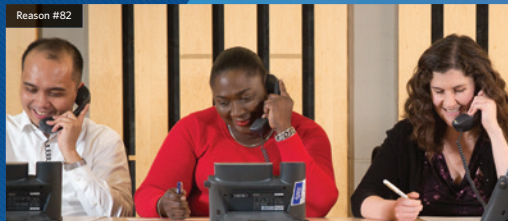
You're part of the largest fundraising campaign in NAIT's history.

## YOUR ESSENTIAL EFFECT

We did it! Thanks to alumni, staff and friends in the community, this spring we will celebrate the success of the largest fundraising campaign in NAIT's history!

**Essential:** The NAIT Campaign launched in 2014 to support student success, applied research and campus development.

We are sharing 100 reasons why your support has an essential effect on our campus. You can read them all at [nait.ca/EssentialEffect](http://nait.ca/EssentialEffect).



Reason #82



Reason #91

### THANKS FOR THE GIFT OF GIVING

In November 2017, Michelle Madden (centre) was selected to become a student caller for NAIT's first-ever thank-a-thon. Her job was to call donors and thank them for their donations. The experience opened her eyes to the many ways alumni, staff and individuals in the community support the polytechnic and its students.

Hearing from donors about why they support NAIT inspired Madden to give back herself. She recently donated to the NAIT Fund, a special fund dedicated to the greatest needs for student support, such as scholarships, student spaces and mental health counselling.

[nait.ca/michelle](http://nait.ca/michelle)

### SUPPORTING STUDENT AMBITIONS

Chris Crevier turned his life around. He attained the pre-requisites for entry into NAIT's Alternative Energy Technology program and has become a high-performing student. His volunteering and activities on campus led to scholarships which provide the resources to help him focus on his studies and continue on his new path pursuing a career in alternative energy.

[nait.ca/chris](http://nait.ca/chris)



Reason #52

### WORKING OUT FOR GOOD MENTAL HEALTH

Helping students manage mild to moderate anxiety – including symptoms such as nervousness, a racing heartbeat, and negative self-talk – is becoming an important part of student success. Physical activity and exercise is known to help manage anxiety. Thanks to a recent gift, an exercise program was created last fall to help students improve their fitness – and their mental health – through cardio and strength workouts. It's popularity is growing and students are responding with increased success.

[nait.ca/fitness](http://nait.ca/fitness)

### YOUR IMPACT AT A GLANCE

ALMOST \$250,000

raised for the NAIT Fund since 2013

83% increase

in scholarships and bursaries. More than \$6 million was awarded to 4,000 students in 2017-18

41

new applied research projects in partnership with industry

NEARLY 600,000

square-feet of new staff and student learning spaces – a 23% increase



# THE ESSENTIAL

## EFFECT OF \$100 MILLION

What donations to NAIT mean for our students

[nait.ca/giving](http://nait.ca/giving)



NEARLY  
**\$200,000**  
raised for the NAIT Fund,  
which supported increased access to  
mental health counselling

**83%** increase  
in scholarships and  
bursaries (since 2009)

**58%**  
of total gifts  
enhanced our  
degree, diploma or  
certificate programs

**55,740**  
square metres of  
new learning space

- Centre for Applied Technology
- Heavy Equipment Technology Building
- Spruce Grove Campus



# A MONUMENTAL CELEBRATION

## Thanking everyone who made this campaign a success

The Essential Effect branding and 100 reasons to celebrate concepts were key elements of the campaign celebration on May 31, 2018. Thanking donors was the main objective of the event, and illustrating impact was the secondary objective – which was achieved by sharing multimedia, including photos, infographics and thank-you messages from students.



Gated-fold, hard-copy invitation with blue foil treatment – mailed to the more mature invitees.  
An email invitation, based off the same design, was sent out to remaining guests.

## A MONUMENTAL CELEBRATION



External and internal display screens included a synopsis of the campaign and its impact at NAIT in the broader community.

A MONUMENTAL CELEBRATION



A MONUMENTAL CELEBRATION



## A MONUMENTAL CELEBRATION



A ticker tape was displayed across the second tier with the names of all the donors who contributed to the campaign.



## A MONUMENTAL CELEBRATION



A led gallery wall demonstrated the impact of giving, by including testimonials, infographics and photos of students and other areas supported on NAIT's campus.

## A MONUMENTAL CELEBRATION



As part of the program, the ticker tape displayed the message “Our Students Thank You” – in which students gathered around the balcony for the opportunity to thank and applaud the donors in person.



Reason #100 was revealed during the event – “You!” – the camera then panned to the audience (the donors)

## A MONUMENTAL CELEBRATION



The grand reveal - the total dollars raised for the campaign.

Post Event Promotion

On-campus External Display Screens



AN ESSENTIAL  
MOMENT IN  
HISTORY

NAIT raises  
record \$123M  
in donations



Print Ad



**WE DID IT!**

Thanks to alumni, staff and friends in the community, we are celebrating the success of the largest fundraising campaign in NAIT's history!

**Essential: the NAIT Campaign** launched in 2014 to support student success, applied research and campus development.

[nait.ca/giving](http://nait.ca/giving)



AN **ESSENTIAL** MOMENT IN HISTORY: NAIT RAISES RECORD \$123M IN DONATIONS

**4,225 DONORS**  
1,318 organizations  
1,515 alumni and staff

**4,000 STUDENTS**  
awarded \$6 million  
in scholarships  
in 2017-18



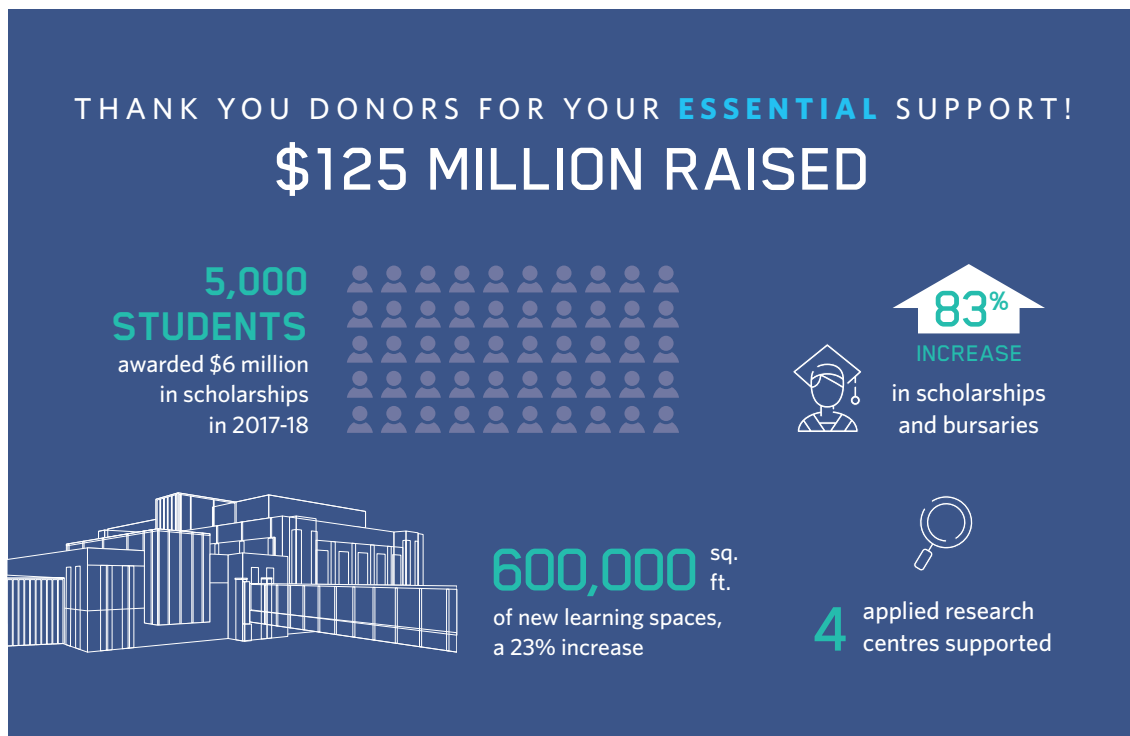
**83% INCREASE**  
in scholarships  
and bursaries



**600,000 sq. ft.**  
of new learning spaces, a 23% increase

**4** applied research  
centres supported





<http://techlifetoday.ca/articles/2018/an-essential-moment-in-history-nait-raises-reco>

**After the event, the support continued rolling in. By June 30, 2018, the official end of the campaign, the total amount of donations raised was \$125 million!**