

# Maximizing Momentum: Creating a Campaign Roadshow that Works

PRESENTED BY:

Brianne Croteau

Assistant Director, Donor and Volunteer Relations, Bucknell University

&

Kristin Maffeo

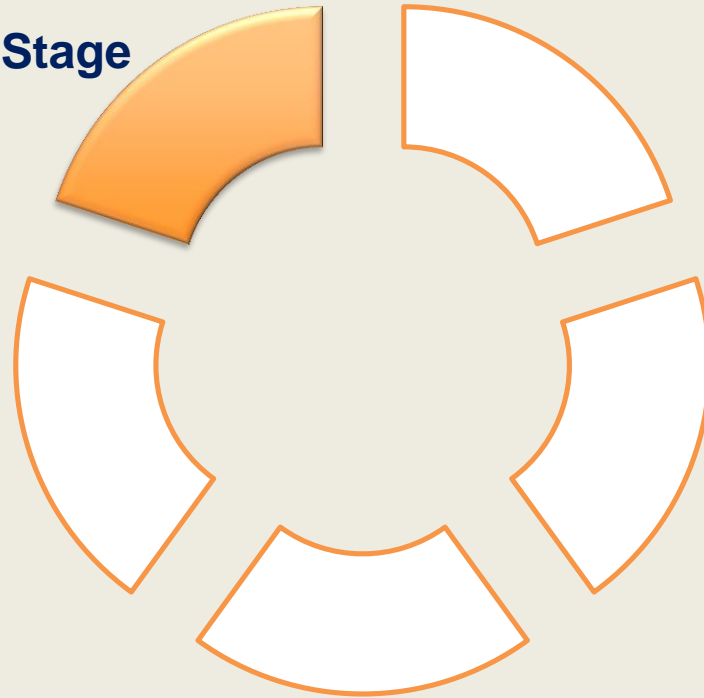
Senior Producer, Feats, Inc.



# The Campaign Cycle

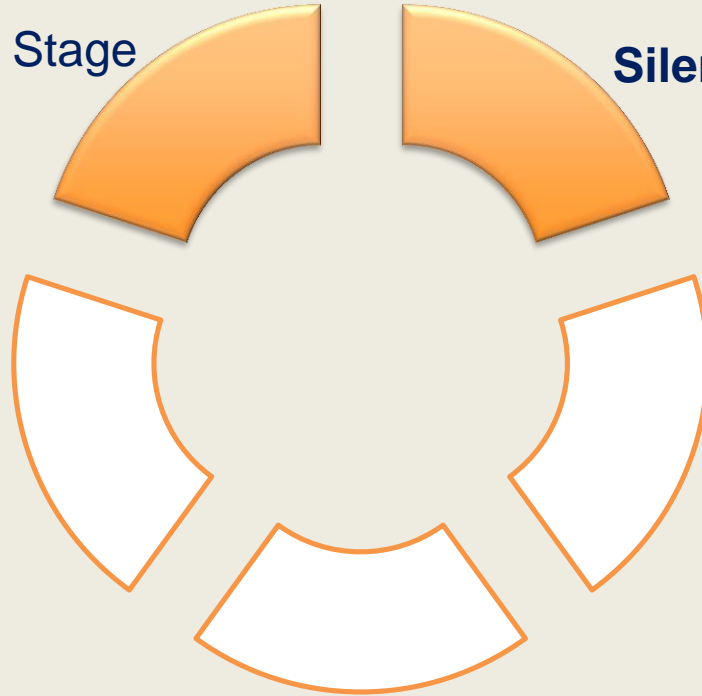


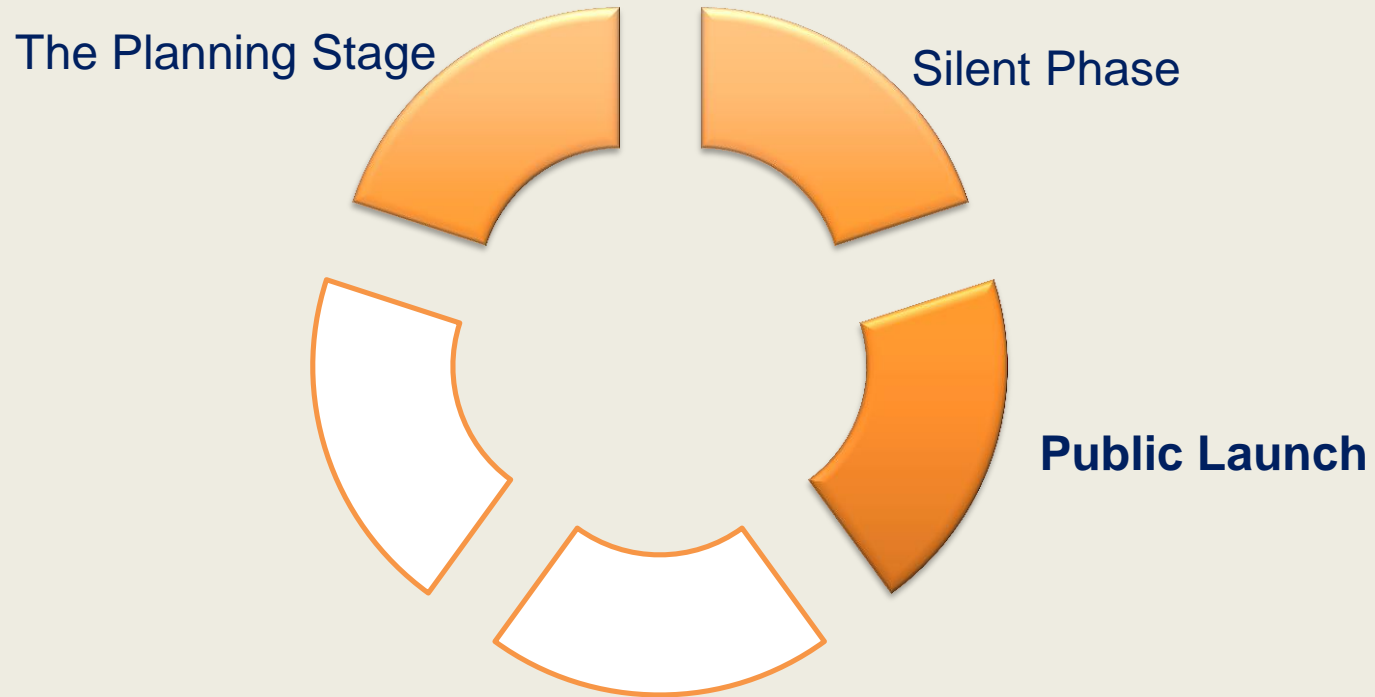
## The Planning Stage

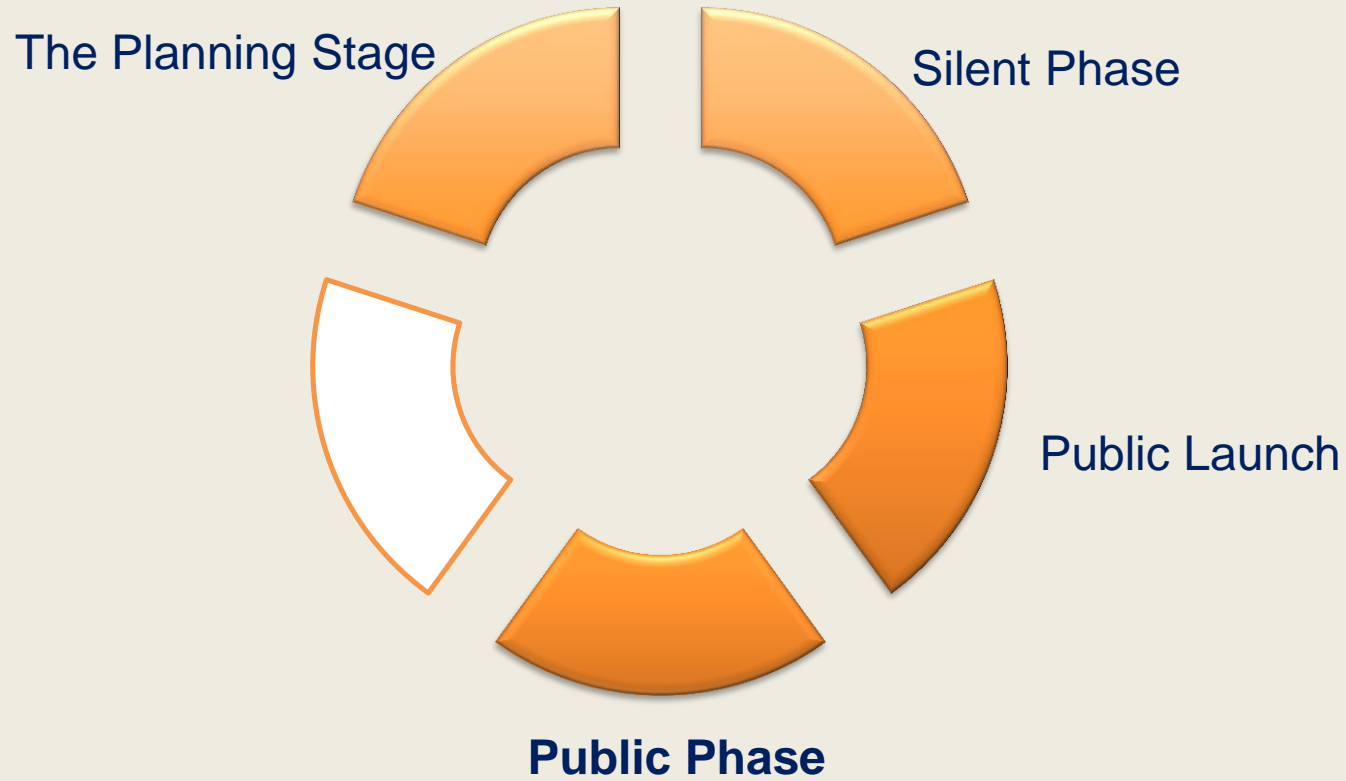


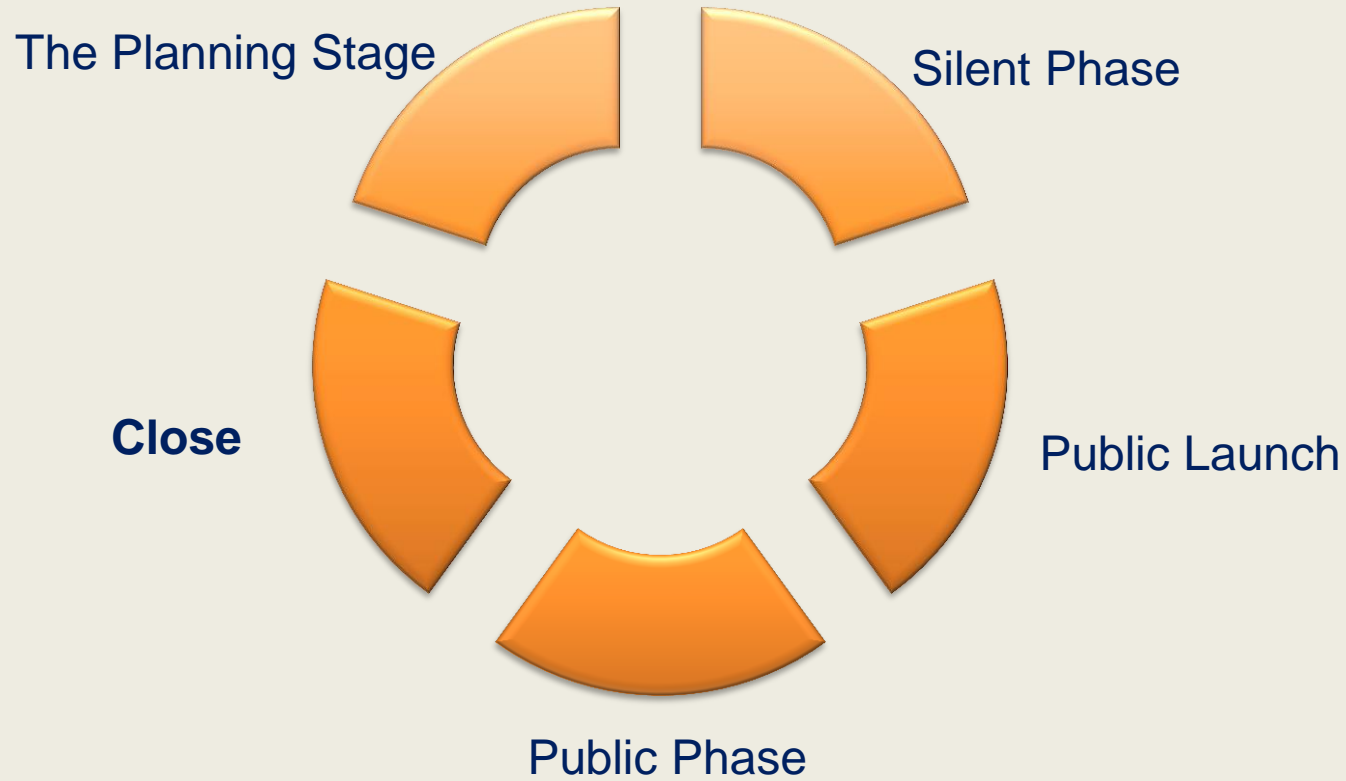
The Planning Stage

Silent Phase











## What is a Roadshow... ...and why do we do it?

- Campaign cliff notes
- Highlight key initiatives
- Focus the message
- Being mindful and strategic = maximum results

# Know Your Audience

- Understanding the region
- Personality of area









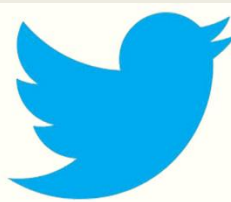
# Know Your Audience

- Understanding the region
- Personality of area
- Local groups provide perspective

They inform but *do not drive* decision making

# Marketing & Response

- Engage local leaders
- Power of the phone tree
- Creating a buzz
- Social Media platforms
- Identify top prospects for development outreach





# The Program

- Multiple layers of engagement
  - Storytelling
  - Authentic connections
  - Environmental messaging
- What's the hook?





# The Program

- Multiple layers of engagement
- What's the hook?

# The Program

- Multiple layers of engagement
- What's the hook?
- Visual touch points





## ON THIS SPOT HISTORY WAS MADE

The significant support of a group of dedicated donors gave life to "Stories of the Susquehanna." Students and faculty successfully working together to preserve history and protect the environment made the Susquehanna River a National Historic Trail.

What's your place in history?

## DIGITAL SCHOLARSHIP AT BUCKNELL

DISCOVER. COLLABORATE.  
INNOVATE. CREATE.

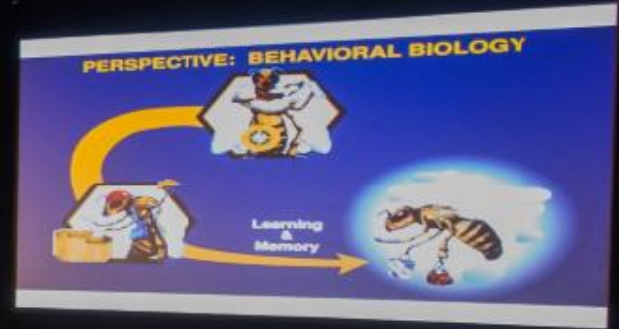
Digital tools and methods provide meaningful opportunities for students and faculty to work more closely in and out of the classroom. Across Bucknell's academic spectrum, we engage students in research environments where we challenge them to use dynamic modes of digital analysis—visualization, spatial thinking, textual and network analysis—in ways that emphasize Bucknell's point of difference as one of the foremost liberal arts institutions.

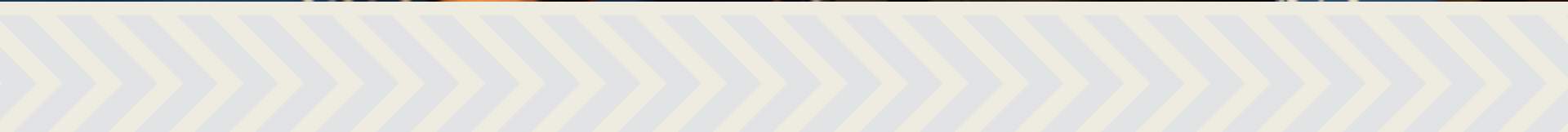


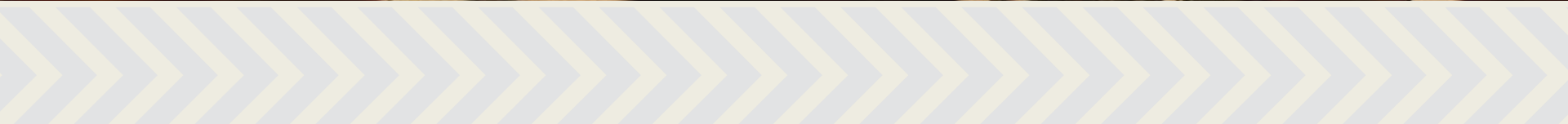


# The Program

- Multiple layers of engagement
- What's the hook?
- Visual touch points
- Speaking program = keep short but on target







# Creativity on a Budget

- Evolving budget
- Prioritize spending
- Rethink design



# Creativity on a Budget

- Evolving budget
- Prioritize spending/allocating money
- Rethink design
- It's a marathon, not a sprint
- Use your connections

# Timing is Everything

- Roadshow pace
- Leaving time for Gift Officers to do their job
- Staying fresh





# Mistakes: Leveraging Disasters into Success



# Summary

- **Mindful** = Tap into interest/culture of regional constituents to thoughtfully tailor programming
- **Strategic** = Deliver specific messaging and programming designed to capitalize on guests' interests
- **Engaging** = Connect with new constituents, deepen relationship with key leadership, volunteers
- **Relevant** = Keeps campaign fresh and forefront of constituents' mind, build momentum for next city

# Q & A



# Thank you

