

# CREATIVE BRIEF

**Name of lead communicator(s):** James Weir and Jordan Poll

**Name of project:** Digital distribution strategy for Impact Report (2019–2020)

**Name of requesting contact and office:** Janice Glander, executive director of annual and reunion giving

## OBJECTIVES

### **Goal(s) of requestor:**

- Build a stronger community of giving among younger alumni. Ease their way into philanthropy, so that it becomes part of the culture.
- Reutilize content from the Impact Report to educate the wider alumni community about the various ways of supporting Michigan Law; the importance of repeated giving to the Law School Fund; and the difference it is helping the institution, it's faculty, and students make in local and global communities.

### **How will this project help achieve requestor's goal(s)?**

- Content (data and profiles) demonstrating how Michigan Law utilizes private support funds, so donors can feel affirmed in their giving and impact.
- Emphasize the Law School's gratitude while recognizing donors on a larger scale.

### **Project goal/call to action:**

- More opportunities to encourage alumni to "give now" and linking to Michigan Law's Leaders & Best webpage. Also, more opportunities to direct online traffic to newly revamped giving site and Office of Development and Alumni Relations (ODAR) resources.

## BACKGROUND & OVERVIEW

### **How does this project fit in with what the Law School/department is trying to accomplish this year?**

- More variety in our annual giving communications. Not only getting alumni used to seeing Michigan Law—and specifically the annual giving team—on this platform, but to expect key philanthropic and Law School Fund news to arrive via email.
- The digital distribution strategy will be in coordination with a social media campaign inclusive of our Alumni & Friends Facebook, Twitter, and Instagram accounts. As it will be with the emails in the digital distribution strategy, social will highlight the statistics and profiles featured in this year's Impact Report. Postings will feature "learn more" calls to action and will link to the new giving site. Both strategies are created to drive traffic to the website as an educational tool and in promotion of ODAR contact information.

### **What have we done in the past?**

- There has been no digital strategy around the annual donor Impact Report to date. We simply cycled the profiles through the Victors for Michigan Law campaign website. Because this year's publication includes a wrap-up of the Victors for Michigan campaign, it is the perfect time to launch a digital strategy we can analyze, tweak, and use again in the future.

## TARGET AUDIENCE

### External audience:

- Alumni five to 15 years out from graduation.

### Internal audience:

- None

### Targeted segments:

- TBD by Janice.

## MESSAGING

### Key message(s):

- Gratitude and celebration for our extraordinary community of alumni donors and the unparalleled levels of success we continue to achieve as an institution because of their generosity. Something like, "this is what we have accomplished together."
- Educating and engaging potential donors.

### Secondary message:

- Building a culture of giving centered around repeated giving to the Law School Fund.

### Touch points/sensitivities:

- TBD

### Look and feel, creative design elements, imagery:

- Work with our creative team (Tish, Alex, and Jocelyn) on creating a branded email template in Mailchimp.
- There will be a total of five emails, one per philanthropic priority (student support, programmatic support, faculty support, facilities support, and Law School Fund). One email will be sent per week over a five-week period.
- Each email will contain a shortened version of each section of this year's Impact Report; one profile with one to two statistic(s) from the Victors for Michigan campaign.
- Format:
  - Section 1: A paragraph of intro copy containing Victors for Michigan campaign statistic(s).
  - Section 2: A large, central image that corresponds to the profile.
  - Section 3: A shortened version of an Impact Report profile, which would be a few sentences leading to a "read more" link.
  - Section 4: A concluding statement like, "this email is part of a series to be sent over the coming weeks."

- Maybe an additional email a few weeks afterward that contains all of the content in one? Would be interesting to track click rates and see what our alumni are interesting in learning more about.
- There also is a possibility of adding a profile that wasn't included in the Impact Report. Considering adding Hallie Ryan, '13, to the line-up with video footage from the interview session Alex and I had with her. Other videos we have on tap for potential consideration include: time-lapse of the Quad during sidewalk renovation and Professors Dan Crane and Kyle Logue's conversation about autonomous vehicles in a car.

## **METRICS**

**Mailchimp:** Work with Jenni Borden, database manager for ODAR, and James Weir, marketing and communications specialist, on running A/B testing (sending Monday v. Friday, graduating class year, private v. public interest, etc.). Monitor open and click rates.

**Google Analytics:** Monitor click navigation and time spent on each page of the giving website, which will be linked directly in each email.

**Facebook Insights & Twitter Analytics:** Monitor social media engagement.

**OOD:** Six months after the final email in the campaign, coordinate with the Office of University Development to review data from the Law School's Leaders & Best webpage. Compare giving rates from this year to last year at the same time.

## TEMPLATES (3)

Dear NAME,

While so much of the law is looking to the past, private support allows Michigan Law's faculty to focus on the future. In a time when quality resources and top scholars are in high demand, we have created a community that keeps Michigan at the forefront of cutting-edge issues like autonomous vehicles.

*"There's a coming revolution in the way that people, services, and goods get around, and autonomous cars will influence much more than just the transportation industry," says Daniel Crane, the Frederick Paul Furth Sr. Professor of Law, who leads Michigan Law's Law and Mobility Project. "Everything from insurance to environmental issues and urban planning, even civil rights issues around traffic stops, all of these aspects will be transformed."*



Interested in learning more? Click [here](#) to read the rest of the article on Crane's work with autonomous vehicles or [here](#) for details on how you can invest in this and other avenues of legal research with a private donation to faculty support.

Sincerely,

Michigan Law's Office of Development and Alumni Relations

Dear NAME,

A Michigan Law experience is shaped by extracurriculars. This could certainly be said for Megan Brown, '19, the first African American to serve as editor-in-chief of the *Michigan Law Review*. She also spent her law school career as a board member for the Black Law Students Association, singing for The Headnotes and T.J. Hooper and the Learned Hands, chairing the 1L Oral Advocacy Competition, stepping in as project manager for the Civil Rights Litigation Clearinghouse, and her summers working at Latham & Watkins LLP as a diversity scholar.

*"Sometimes it felt like I was doing more 'extra' than 'curricular', but even with the benefit of hindsight I wouldn't change a thing," says Megan. "In the classroom, I learned to think like a lawyer. Out of the classroom, my extracurriculars helped me learn responsibility, leadership, and how to practice. The generous donors that help support all that we do at the Law School showed me the value of giving back, and I know that I'll stay closely connected to Michigan Law long after graduation."*



Interested in learning more? Click [here](#) to read the rest of Megan's profile or [here](#) for details on how you can invest in the student experience for exceptional Michigan Law students via a private donation.

Sincerely,

Michigan Law's Office of Development and Alumni Relations

Greetings alumni,

Are you ready for Reunion Weekend? We are, and so is the recently upgraded Law Quad. After undergoing a \$6.2 million facelift that was completed last year, the Quad is open and ready to welcome you, your family, and classmates home for Reunion Weekend. If you have yet to register, do so today. Don't miss a perfect opportunity to experience the enhancements made to this iconic space!

Don't worry, you don't have to wait until fall to see a few of the updates made to everyone's favorite spot on campus. Watch the video for a sneak peak, and come visit this fall! \_\_\_\_\_

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See you in September!

Sincerely,

Michigan Law Reunion Planning Team