DEVELOPING YOUR MESSAGES
THE MESSAGE MAP

A tool that helps organize all of your communications activities so they are:

> Consistent
> Focused
> Effective
> Efficient
NOBLE PURPOSE

The core statement of your strengths and characteristics – your purpose as a department

> Succinct and bold
> Your work, your mission
> Includes students and faculty
> Points to impact

UW A&S NOBLE PURPOSE
The UW College of Arts & Sciences provides exceptional educational and research opportunities that promote the critical and creative thinking required to lead in and contribute to our global society.
CRITICAL SUPPORTING MESSAGES

These messages expand on and support your noble purpose

> 3-5 support messages
> The “pillars” of your noble purpose
> Short and memorable
> Exclude all non-essential details

UW A&S SUPPORT MESSAGES

#1: Our faculty are leaders and innovators, well-established in their respective disciplines.

#2: We provide a liberal arts education that engages students to explore the fundamental questions of our world.

#3: Arts & Sciences scholarship helps lay the foundation for much of the innovation and leadership that exists in our society.

#4: We serve as a vital community partner by providing diverse expertise and cultural enrichment.
The UW College of Arts & Sciences provides exceptional educational and research opportunities that promote the critical and creative thinking required to lead in and contribute to our global society.

#1: Our faculty are leaders and innovators, well-established in their respective disciplines.

#2: We provide a liberal arts education that engages students to explore the fundamental questions of our world.

#3: Arts & Sciences scholarship helps lay the foundation for much of the innovation and leadership that exists in our society.

#4: We serve as a vital community partner by providing diverse expertise and cultural enrichment.
GATHER DATA AND STORIES

Each of your support messages needs an array of proof points:

> Statistical data pertaining to each message
  - Ex: “73% of all UW bachelor’s degrees are from the College of Arts & Sciences.”

> Notable awards, accomplishments, and activities
  - Ex: “11 Arts & Sciences faculty members are Pulitzer Prize recipients.”

> Human stories that bring the message to life
  - At least a few strong stories for each message
MESSAGE MAP TO CAMPAIGN VISION STATEMENT
THE DIFFERENCE

You message map indicates 
**who you are and what you do**.

Your vision statement indicates 
**what you will become**.
CAMPAIGN VISION STATEMENT

Transform your key messages into an inspiring picture of what you are working to accomplish. This statement should be:

- Geared toward inspiring philanthropic investment
- Aspirational and bold
- Rooted in outcomes and impact
  - What important issues will you address?
  - How will your work benefit society, students, and the world?
  - Why is your unit qualified to accomplish this work?
- Supported by sub-messages and data/stories
UW ARTS & SCIENCES VISION STATEMENT

The UW College of Arts & Sciences will be the national model for rigorous and broad-based public arts and sciences education that incorporates hands-on investigation with robust scholarship in a leading-edge research environment, preparing students to be successful, lifelong contributors to our complex and rapidly changing world.

ACCELERATE IDEAS AND DISCOVERIES
Through ambitious research and scholarship, we will accelerate ideas and discoveries that will alter global understanding, enrich culture, and address complex issues of pressing societal need.

CREATE BOUNDLESS OPPORTUNITY
Our students will become the next generation of thought leaders and world changers through an education that combines broad scholarship and real-world experiences.

EMPOWER INNOVATIVE LEADERSHIP AND RESEARCH
Our faculty will have profound, long-lasting impact on our University, our state, and our world by leading collaboration and innovation in teaching, research, and scholarship.

BUILD ENDURING IMPACT
We will support the next generation of outstanding students and faculty by building and maintaining physical spaces that promote modern-age scholarship, research, and collaboration.
ELEMENTS OF AN EFFECTIVE VISION STATEMENT

> **Forward looking**
  – What results will be made possible because of your work?
  – How will the world be changed if philanthropists support your department?

> **Societal**
  – How will you make a difference to society, not just the institution?
  – How will you solve problems and enhance life?

> **Concrete**
  – Will your listeners understand in simple, tangible terms what you are talking about?
  – Explain in terms of human actions or sensory information

> **Emotive**
  – Use human examples to support it
  – Make it compelling

> **Succinct**
  – Be concise
  – Focus: What is the essential core of your funding priority?

*Adapted from Advancement Resources’ “Insight into Philanthropy” curriculum*
CONTACT US

The CAS Marketing and Communication team is happy to help your unit develop its key messages.

> To request a consultation with someone from our team, fill out a Marketing Assistance Request Form (MARF) at:  
https://marcomm.artsci.washington.edu/marketing-service-requirements