

ASU IS A COMPREHENSIVE
PUBLIC **RESEARCH**
UNIVERSITY, MEASURED NOT
BY WHOM IT EXCLUDES, BUT
BY WHOM IT **INCLUDES**
AND HOW THEY **SUCCEED**;
ADVANCING **RESEARCH** AND
DISCOVERY OF PUBLIC VALUE;
AND ASSUMING FUNDAMENTAL
RESPONSIBILITY FOR THE
ECONOMIC, SOCIAL, **CULTURAL**
AND OVERALL HEALTH OF THE
COMMUNITIES IT SERVES.
ASU IS A COMPREHENSIVE
PUBLIC **RESEARCH**
UNIVERSITY, MEASURED NOT
BY WHOM IT EXCLUDES, BUT
BY WHOM IT **INCLUDES**
AND HOW THEY **SUCCEED**;
ADVANCING **RESEARCH** AND
DISCOVERY OF PUBLIC VALUE;
AND ASSUMING FUNDAMENTAL
RESPONSIBILITY FOR THE
ECONOMIC, SOCIAL, **CULTURAL**
AND OVERALL HEALTH OF THE
COMMUNITIES IT SERVES.

Why are we using ASU's charter in our fundraising messaging?

Charter as Cause

Guiding principles for fundraising

Why are we using ASU's charter in our fundraising messaging?

If all roads lead to Rome, then everything ASU leads back to the charter. But why does it matter? What impact does that 46-word document have on making a case for private support?

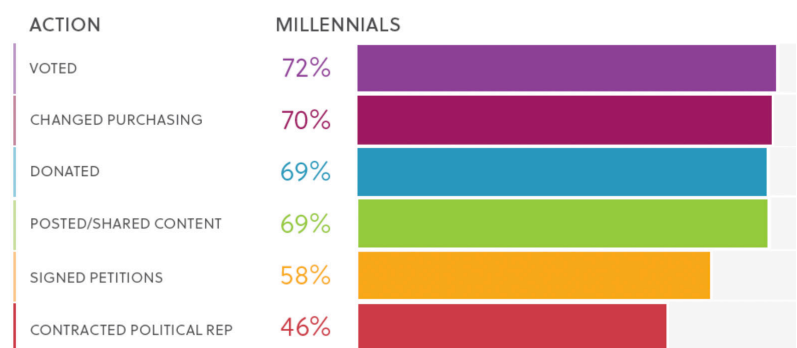
ASU's charter is how we, as a university, infuse purpose throughout every action we take. It's also what makes us unique, bold and meaningful in comparison to our peers. ASU's charter is how we answer the question of "Why we exist"; it is the positive impact we make on people's lives and the world they live in.

"The culture of a major, research-driven public university in the United States has been inextricably and forever altered to be focused on the success of the student and the success of the community. Every asset of the individuals at ASU, every ounce of energy that they have, is devoted to those two things."

ASU President Michael M. Crow, 2014

Our purpose as a university is also how and why we connect with donors. People want to support what matters most to them; they want to share their values, support their passions, take action to make change for what they believe in. It might be as small as what brand of ice cream they choose to buy—but it might be as big as where they choose to give of their time, talent or treasure to make real their hopes and dreams for a better world.

Actions Taken in Support of Causes/Social Issues of Interest²³



By connecting our fundraising storytelling to the mission and purpose of ASU, we stand a better chance of aligning donors' values with the purpose of our university.

Let's take this concept for a test drive

This sounds great, but does it align donor values with the purpose of ASU? Two case studies:

ACLU case study

On Friday January 27, 2017 President Donald Trump signed an executive order halting all refugee admissions and temporarily barring people from seven Muslim-majority countries. People from around the United States looked to their wallets to take action and to do something to support a value they believed in deeply: no one should be excluded from the US because of their faith. They turned to the ACLU because their company's purpose aligned with donor's values and the believed they could do something about it.

"The A.C.L.U. has raised more than \$24 million in online donations since Saturday, the first full day of the immigration ban," said Stephen Smith, a spokesman for the group. "That is nearly seven times as much raised online in 2015, roughly \$3.5 million," he added.

"Those donations came from at least 356,306 individual donors, and about two-thirds of those who gave money were believed to be first-time donors," said its executive director, Anthony D. Romero.

Nike case study

In September 2018 Nike released an ad featuring Colin Kaepernick and the slogan: "Believe in something. Even if it means sacrificing everything. Just do it." In 2016, Kaepernick started to kneel for the pre-game national anthem in protest at racial injustice in the United States. It effectively cost him his job. Consumers flocked to show they believed in what Kaepernick—and Nike believed.

"Nike stock climbed higher Friday after news that the company blew through expectations for second-quarter sales, validating the company's controversial Colin Kaepernick ad campaign that was released during that period.

The sportswear giant revealed its "Just Do It" anniversary campaign during its second quarter, which ended on Nov. 30. The campaign starred former San Francisco 49ers quarterback Colin Kaepernick, and quickly sparked both praise and calls for a boycott. Sales rose, however, with the company reporting a 10 percent jump in income to \$847 million, driven primarily by strong revenue growth.

These two examples illustrate that people are determined to do something ... anything to support their values. Research from Porter Novelli/Cone shows that **73% of Americans say they feel an urgency to support causes every way they can**. They will change purchasing habits, make donations, post on social media, vote—anything to feel they are doing their part to make a difference and represent their values in the world.

By and large, donors are loyal to the cause they care about and not the organization. This is especially true of millennial donors—**90% are motivated to give by a compelling mission, not an organization**.

What does this mean for ASU fundraising?

By aligning our fundraising with the purpose of ASU—as defined by our charter—we will help donors connect their values to ASU. We will stand out where we have credibility to do so. Our charter gives our messages strength because it is honestly reflected in every decision the university makes at all levels.

How do we capitalize on this strength in our messaging?

By focusing on the three main phrases of ASU's charter—access, research and service—and bringing in ASU's differentiating work that illustrates these focus areas—sustainability and lifelong learning—we turn the focus away from processes and programs and toward values and form the **five guiding principles of ASU's charter**. These principles are value based because they **frame how we interact with and improve society**.

Let's look at those five guiding principles of telling the story of ASU's charter:

- Making education accessible for all
- Advancing research for the public good
- Serving our community
- Protecting the planet
- Creating learners for life

By leveraging these larger messages, and using the purpose of the charter to scale the reach and value of your program, initiative, scholarship, academic offering, etc., your message gains strength from the central promise of our purpose. When we all, across the university, connect our piece of the puzzle to the larger movement of ASU, we are all stronger.

Let's talk about how you, as a communicator, bring these stories to life

As ASU communicators, we have a responsibility to articulate to donors how our programs and educational offerings point back to the guiding principles of the ASU charter and how it fulfills the university's purpose—thereby evoking an emotional connection between our work and people's deeply held values.

The purpose of what we're doing at ASU should be clear in our communications.

Lean on the supporting language of the 5 guiding principles.

We've created a step by step guide to tie your unit's initiative or program into ASU's guiding principles. This will help you ladder into one (or more!) of the guiding principles, define the emotional landscape, align with donor passions and tell a rich, captivating story.

Before we start, you're going to need the guiding principles handy, here they are for reference:

- Making education accessible for all
- Advancing research for the public good
- Serving our community
- Protecting the planet
- Creating learners for life

1. Start with the impact and define the "who"

Think through the potential impact of your program. This helps us to figure out the big picture of what we're solving for as a university.

Establish the who and the how

- Who benefits?

Ask yourself:

- Does this relate to a student's long-term success?
- Does this relate to accessibility to higher education?
- If you're speaking about research, does it have any outreach or impact beyond the university's walls?
- What societal problem or issue does your program or research address? Who's life is better because of this?
- How does this improve their lives? Society? The planet?

- What does this program change today?
- What does this change in 10 years?
- If we don't do this, what problem persists?

The answers to these questions form the basis of uniting ASU's work with donor values. You may have to dig deep and get abstract here! Not every program or initiative has an obvious values-based angle. But it's important to remember that everything we do at ASU aligns with our purpose—there's always some kind of angle.

Really struggling to define who or impact? Work it in reverse—if we don't do this work, what are we missing? What won't happen? What won't we know? Who will be left out?

2. Connect your program back to the charter, the purpose of ASU

Everything we do at ASU connects back to our purpose—every decision we make, every effort, relates to why we're here and what we do. This framework gives you strength!

- What guiding principle of the charter does this fall under? It might be multiple!
 - Making education accessible for all
 - Advancing research for the public good
 - Serving our community
 - Protecting the planet
 - Creating learners for life
- How does this program meaningfully advance one of those guiding principles?
 - Is it fundamental, obvious, new, disruptive?
 - What are we doing that others aren't?

3. Define your emotional tone

We want this program to align with our purpose—so we need to center ourselves in a clear, consistent and meaningful emotional tone. The tone and emotion we use helps our audience understand what we're doing about this. It tells them what kind of energy to reference, how we feel about this problem we're solving. Are we challenging something? Uplifting someone? Those are very different emotions! Getting clear on that emotional tone early helps make storytelling, visuals and messaging easier. A well-chosen emotion feels intuitively right to the audience—no explanation needed.

- We're going to use a nifty chart from Kantar, called the NeedScope, to define our

emotional tone. They've done good research on purpose-based company leadership and this chart defines many of the purpose-based frameworks that align company values with personal values.

- On the chart above, identify which emotional tone matches the action, outcome or approach of your program. This emotion isn't a substitute for our purpose, it's another expression of it. This is the tone of how you tell your program's story.
 - How does your program exemplify the charter aspiration? Are you uniting people towards a common goal? Are you challenging old assumptions? Are you nurturing students toward long-term success?
- Once you know the charter guiding principle and the emotional tone, it's easier to ensure values-alignment between our purpose and what our donors passionately care about.

4. Show how the donor is essential—they're the driving force

Now, let's bring the donor into the story. Does what you've established so far connect to our purpose authentically? Ask:

- Are we projecting the solution we want to see in the world?
- Is this going to genuinely resonate with a donor who cares deeply about this? Remember, donors are giving to express their values in the world. Every dollar is a vote for what they believe in, what they want, how they want the world to look. Will they feel proud to see their values reflected back to them in this way?
- Double check that it's genuine.
- Remember—we aren't trying to appeal to everyone. We're trying to appeal to those who care about this already and show them we're the best place to make their values come true in the world.
- Now define what a donor does to make this possible. Donors are often motivated to give because they can solve a problem or help someone overcome a hurdle or make life better. Invite them into the narrative.

5. Define the solution—we're in this together

Finally, what's the solution? What changes because of this gift?

- If you already have impact—great! Bring in the numbers! Show that this is already making a difference and a change.
- If you don't—what can you project that it might be? Remember, donors want to help. It can be short term or long term, but we have to be aiming toward something.

Let's walk through an example

Let's take the fund for **ASU Family Free Tutoring** to start with.

Here's what we know (from the tutoring website):

ASU offers free tutoring online and in person to support your academic success

Need help with one of your classes? Do you have a challenging writing assignment? No problem. ASU offers free tutoring and study groups to help get you on the path to success.

ASU's Tutoring Centers can assist you with writing, math, science and a variety of other subjects. You'll easily find tutoring, study groups and writing centers in campus libraries, residence halls and classroom buildings. If it's more convenient for you, try online tutoring in selected subject areas.

Tutoring, study groups and writing assistance are offered free to currently enrolled ASU students on weekdays and evenings, and selected weekend hours.

1. Start with the impact and define the "who."

IMPACT: Does this relate to a student's long-term success? Yes. Students who engage in tutoring are more likely to pass their classes AND are more likely to graduate.

WHO: Many high school graduates and adult learners who encounter barriers in their pursuit of a college degree leave because they think college isn't a good fit for them.

WHAT SOCIETAL PROBLEM DOES THIS ADDRESS:

Inequality in society / societal access to resources. Education attainment remains a key indicator of income and wealth creation. Income gaps are growing between the upper- and middle-income earners and the lower-income earners.

HOW DOES THIS IMPROVE LIVES/SOCIETY?

By giving opportunity to succeed to everyone from every income level. Opportunity isn't just for the wealthy and well-equipped. It's for everyone. Free tutoring ensures that anyone who needs tutoring can get the help they need.

2. Connect it back to the charter and the purposes of ASU.

This is definitely **making education accessible for all.**

3. Define your emotional tone.

ASU Family Free Tutoring **advocates and leads** for all students by giving them the tools to succeed.

4. Show how the donor is essential.

This program probably isn't possible without someone's generosity. Let's provide an emotional story that drives home the impact a donor makes:

Emily never had anyone show her the ropes at college. No one in her family had ever been to college, so she didn't realize her struggles—with homework, with the size of her workload—are normal and surmountable.

You can be her support network. When you give to ASU Family Free Tutoring, you give Emily a much better chance of not only passing her courses, but also of graduating.

With your support, Emily and first-generation students like her will have the help they need to enter and succeed in the workforce.

5. Define the solution

WHAT CHANGES BECAUSE OF THIS GIFT: "Thanks to the support of our donors, ASU has been able to increase graduation rates among first-generation and non-traditional students by X% since 2011. More students than ever from all income levels graduate from ASU. Your support for free tutoring is a powerful tool in helping them succeed."

Let's hear the whole story together:

Emily never had anyone to show her the ropes at college. No one in her family had ever been to college, so she didn't realize her struggles — with homework, with the size of her workload — are normal and surmountable.

After a difficult first semester, she thought about dropping out.

Fortunately, Emily's friends steered her to ASU Family Free Tutoring, where donors like you provide for hundreds of hours of free tutoring every semester.

Thanks to your generosity, Emily received the help she needed. She's set to graduate in December. Unfortunately, many first-generation students like Emily don't make it to graduation. And it's not just first-gen students. Many high school graduates and adult learners who encounter barriers in their

pursuit of a college degree leave because they think college isn't a good fit for them. That's a tough situation for many of them. Educational attainment remains a key indicator of income and wealth creation. A college degree makes a big difference in social mobility.

That's what drives Arizona State University to pour every ounce of energy into making higher education accessible to all learners capable of earning a degree and to helping them succeed once they get here.

And that's why ASU Family advocates and leads for all students by giving them the tools they need to succeed.

With your support, there will be more success stories like Emily. When you give to ASU Family Free Tutoring, you help students attain a degree and enter the workforce ready to reach their potential.

A few dos and don'ts

Good ideas:

1. When writing or creating media about ASU causes, a good best practice is donor-centrism. Put donors in the driver's seat. Make them the champion or the hero of your story. A good rule of thumb is to use the word "You" more often than the word "We."
2. Leverage existing language that supports the charter. The big picture of ASU is already spelled out — use it when it makes sense.
3. Write a belief statement, it can be a rallying cry! A good example is: We have a responsibility to make a positive impact in our communities.
4. Pull in numbers, anecdotes, direct quotes, personal stories and emotion as often as

Things to avoid:

1. Diving too deeply into the inner workings of your program or its processes, even if they are innovative or contribute to the success of the program. Focus instead on impact, to individuals and to society.
2. Making your donor peripheral to your success. Instead, make your donor feel like the hero for stepping forward with support. Your program is obviously the catalyst and is important. But be sure to tell donors how central they are to advancing the cause.
3. Writing as if all the work is done. If we make it sound like ASU already has solved a problem, how is the donor going to help? For example:

- We all agree that pride in ASU is a good thing. But be thoughtful about how you use rankings and pride points in fundraising material. Touting our success without showing the need for more support could backfire.
 - Let's say you are fundraising for a first-year student success initiative, which is important to help students whose family and life experiences have not prepared them for college. If you say, "ASU is ranked in the top 10 for first-year experiences. Your support will advance programs that have a proven success rate." That may be true but it may also be counterproductive. As a donor, I may think, "You've got this covered. You don't need my gift." Give the donor a problem to solve.
4. Presuming that donors already know what ASU's purpose is. Some do! But many need to discover the ways ASU's values mimic their own.