

# Sun Devil<sup>®</sup> GIVING DAY

## Sun Devil Giving Day Key Messaging

Our messaging and email communications for Sun Devil Giving Day 2022 will be segmented around cause-based giving, meeting donors where their passion points lie and helping them understand how they contribute to meaningful change at ASU and beyond.

We want students, faculty, staff, alumni and the ASU community at large to see ASU as a place to advance their values, ideals and passions, with a focus on these causes:

- Protecting the planet
- Serving our community
- Advancing student access
- Creating equity in higher education
- Conducting research for the public good

## Central message

**Sun Devil Giving Day has a real impact on the causes you care about at ASU.**

## Segmenting

This year, the focus is on driving donor acquisition, retention and reactivation by highlighting donor passions through a singular day of giving. This is about connecting donors to the causes they care about, NOT unit affiliation, competition or connection.

We recommend segmenting your messaging to the best of your appeal and framing your communications accordingly.

For example:

- **Acquisition:** Sun Devil Giving Day has a real impact on the causes you care about at ASU.
- **Retention:** Your support to ASU is essential.
- **Reactivation:** Your giving passion is at ASU. Rediscover what ASU has to offer.
- **Faculty/Staff:** Give to your passion. It's here at ASU.
- **Ambassadors:** Giving to your passion at ASU advances meaningful research, learning and community growth.

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## What donors need to know

We need to deepen our donors' understanding of how ASU makes change, better lives and includes all. This is why donors connect to ASU and we have to ensure they feel moved by the work that we are doing. Tell a compelling story and show what is possible.

Donors should walk away with a sense of: "That's at ASU? And it makes that kind of difference? Wow."

While a majority of our audience believes ASU is doing good work, they lack clarity around how ASU fits into their own giving. We need to:

- **Help them connect their passions with their giving. Be specific.**  
"You can empower students to create innovative solutions to our planet's biggest challenges and make a real impact on the world. Consider Jaidyn Allen, who is working to develop sustainable food systems and supply chains upon graduating from ASU. Financial stress weighed on Jaidyn heavily, her life nearly upended by the pandemic. But scholarship support from a generous donor who shares her passion for the environment enabled her to stay the course."
- **Make them confident their gift will help and will be spent wisely.**  
**Let them know where it is going.**  
"Professor Paul Coleman and his research partner at ASU Biodesign, Dr. Diego Mastroeni, are on the path of creating a simple blood test that can be used to diagnose Alzheimer's at a very early age. A donation of \$10 will buy a special tube that is used to collect blood – and will help advance progress toward early detection."

## Cause-area definitions

- **Protecting the planet:** Funds that highlight what ASU is doing in the sustainability space, including initiatives around climate change, water conservation, oceans, global warming, etc. Anything that is "dedicated to solve problems and sustain the integrity of our planet and its life-supporting systems."
- **Serving our community:** This relates to the charter line of "assuming fundamental responsibility for the economic, social, cultural and overall health of the communities it serves." This can be a broad category, and entries here should be measured against research and lifelong learning. Here, we are specifically highlighting spaces where ASU is caring for the health of our community and looking to make a positive difference based

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on what we can offer. Mutually beneficial partnerships, solutions to help those in need (COVID testing, for example), spaces where we are intentionally bettering the lives of those outside the ASU walls through engagement and service.

- **Advancing student access:** This relates to the charter line of “measured not by whom it excludes, but by whom it includes and how they succeed.” What work is ASU doing to make our doors open to all who have the ambition to attend ASU? This can include scholarships. Ask, does this touch on the goal of “Maintain the fundamental principle of accessibility to all students qualified to study at a research university?”
- **Creating equity in higher education:** This is a subset of overall accessibility. Specifically, what are we doing to make our university “match Arizona’s socioeconomic diversity, with undifferentiated outcomes for success?” This is to specifically highlight the ways that we are making ASU open to BIPOC students, faculty and staff, and creating a path to success for ALL of our students regardless of race, recognizing the key difference between equity and equality: “Equality has to do with giving everyone the exact same resources, whereas equity involves distributing resources based on the needs of the recipients.”
- **Conducting research for the public good:** This relates to the charter line of “advancing research and discovery of public value” and provides space to celebrate and highlight research conducted at ASU that is use-inspired. We want to be clear that ASU research has purpose and impact beyond research for research’s sake.