



Rationale: Donors contribute to a cause because they feel they’re making an impact. Their core motivation is changing the world, from the Mount outward. Therefore, communication should always include an aspect of altruism, reflecting positive impact on our community.

- Targets**
- Alumni
 - Parents
 - Corporations
 - Foundations
 - Community organizations
- Triggers**
- Moving the needle
 - Affecting tangible outcomes
 - Impact on community
 - Witnessing the fruits of giving
 - Change for the future/long-term progress
 - Societal improvement
 - ROI: cultural, value-based (including religious)
 - Supporting/sustaining an affinity
 - Continuing the Mount legacy
 - Continuing a legacy
 - Public relations/image (self and the College)

AUDIENCE GROUP: DONORS

Audience Group Description

- Alumni, as well as parents of current and former students.
- Community organizations see contribution as an avenue to progress.
- Corporate entities step up here as well, with donation serving as an investment in the future of both our society and workforce.
- Foundations that give to the Mount are usually driven by more specific directives, but carry the same desire for impact as all donor groups.

Sample Scenarios: Targets

- ABC Foundation provides scholarships for students majoring in design or architecture.
- Bank 123 serves as a sponsor for the annual scholarship fundraiser.
- XYZ Foundation provides a grant for students to be employed at local non-profit companies during the summer months.
- A family creates a scholarship for students in memory of the father, who worked at the Mount for more than 25 years.

Message Hierachy

1. Mission
2. Mount promise (What students and employers can expect)
3. Mount experience (How we fulfill the promise)
4. What the audience receives in return

Message Points

The Mount lives a culture of ethics and service to others. Building confidence academically and professionally ladders up to giving back—here and around the world. The Mount prepares students to be productive thinkers and ethical leaders, willing and able to contribute to the greater good.

You believe in making the world a better place, from small actionable moments to sweeping sea changes.

As a donor, you are rewarded by seeing the fruits of your giving, by witnessing tangible outcomes.

The scope of change ranges from positive impacts in the community to societal improvement at large.