

Auburn University Campaign Launch

A-Day Weekend provided a wonderful opportunity to share the launch of the university's first billion-dollar campaign with the entire Auburn Family. The VIP gala evening was the perfect blend of classic black-tie elegance and captivating surprises.

Challenges:

- Ignite an increased sense of pride and connection
- Illustrate Auburn's global reach and transformational impact
- Foster a deeper understanding and appreciation of private philanthropy
- Inspire action to ensure Auburn's future

Solutions:

- Iconic symbols mixed effortlessly with examples of present-day successes
- Individual stories expressed hopes and dreams at a very personal level
- Gratitude moments involved multiple generations
- The evening inspired Auburn's largest donor to increase their gift – to the surprise and delight of university staff



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