

## Johns Hopkins Campaign Celebration

The goal of this evening was to immerse the 600 VIP guests in gratitude for their philanthropic vision and service, while highlighting the global reach of a campaign that raised over \$6 billion.

### Challenges:

- Share stories of transformation brought about through the campaign
- Thank co-chairs in a personal and intimate way
- Recognize donors of varying levels across the institution
- Design an environment that both embraced and immersed guests in the Hopkins experience

### Solutions:

- A 360-degree projection surface transported guests to locations where their gifts were making a difference
- Students anchored the program through operatic performances, inspiring personal stories and thank-you messages
- A video tribute to the co-chairs included moments of gratitude from across the Hopkins community

