

United States Naval Academy Campaign Launch

Our team collaborated with USNA Foundation and Alumni Association partners to produce launch events that highlighted the impact of private philanthropy and its role in ensuring the safety and security of the nation and the world.

Challenges:

- Engage, energize, and deepen connections across all constituencies
- Foster a belief in the value of private philanthropy for the USNA and the importance of a stronger culture of giving
- Arouse pride and stoke a desire to be part of history supporting the next level of greatness for the USNA

Solutions:

- Weekend activities such as a VIP dinner and pre-game Pep Rally brought together key stakeholder groups
- Hands-on activities allowed guests to interact with Midshipmen and faculty in their latest research
- Midshipmen and alumni shared personal stories of the impact and importance of private philanthropy



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