

CAMPAIGN CELEBRATIONS

EXPRESS GRATITUDE AND BUILD MOMENTUM

Campaigns are getting longer, with loftier goals, and are increasingly tied to the legacies that senior administrators will leave with the institutions they lead. All of this makes celebrations of successful campaigns even more momentous.

Paramount to the ongoing philanthropic strength of these institutions is the delivery of two important messages when celebrating campaign success – **gratitude and momentum**.

Stewardship and acknowledgement of donors and contributors big and small underpins the sentiment that campaigns are about more than dollars – they are about the impact that those dollars unleash. Explicit recognition, which allows campaign donors to see themselves and their peers as invaluable members of the institution's community, can bolster cultivation and increase future philanthropy.

Although a celebration marks the close of a finite campaign period, communicating **continued momentum** is key. Celebration storytelling should strike the delicate balance between showing progress and impacts, with great specificity, without undermining ongoing philanthropic need. Attendees of a successful campaign celebration should feel **immense pride** for what has been accomplished, as well as **hope for the possibilities of the future**.

CAMPAIGN CELEBRATIONS



PARTNERS

Through serving top colleges and universities across the country to some of the biggest brands in business, Level5 has built remarkable partnerships with diverse organizations.

Boston University
Dickinson College
Grinnell College
Ithaca College
Muhlenberg College
Northwestern University

Rutgers University
The George Washington University
The University of Alabama
The University of Arizona
The University of Chicago

The University of Rhode Island
Tulane University
University of Florida
University of Illinois
University of Kentucky

University of Miami
University of San Diego
University of Virginia
University of Washington
Virginia Tech
Yale University

About Level5 Events

Level5 is an event design and production agency that specializes in partnering with higher education institutions on milestone and signature events like campaign launches and celebrations, anniversary celebrations, inaugurations, alumni programming, and global and regional roadshows.

We love what we do, and it shows in our work. For more than 30 years, Level5 has been architecting experiences that energize, engage, connect, and activate audiences.

To explore potential ways to partner, and learn more about event trends we are seeing around the country, contact:

Michael K. Preston
Executive Vice President, National Accounts
mpreston@L5.theexpogroup.com | 847-778-9904

Discover more at level5.events

