REDBIRDS RISING
THE CAMPAIGN FOR ILLINOIS STATE
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Introduction

On September 16, 2017, Illinois State University will publicly launch Redbirds Rising: The Campaign for Illinois State. The $150 million campaign is just the second in university history and its target is $54 million greater than our last campaign, Redefining Normal, completed in 2004.

This document is the first reference to be used when creating or editing communication related to Redbirds Rising: The Campaign for Illinois State. It’s to be used alongside the existing Illinois State University Graphic Standards and Editorial Standards. The assets included should be used for communications only during the campaign.
The quiet phase of the campaign began in July 2013.

Since then, all gifts and commitments have been counted as part of the Redbirds Rising campaign. This is customary for capital campaigns.

Some gifts will be made outright while others will be pledges or gifts through estate plans.

Redbirds Rising will be publicity announced on September 16, 2017.

The target end date for the campaign is June 2020.

Redbirds Rising provides an exciting opportunity for each of us to play a role in advancing the University’s core values and mission, expanding Illinois State’s brand, and developing a culture of philanthropy that stewards Illinois State University into the future.

We’re proud of our history as Illinois’ first public university and the great success we’ve had since our founding. While many schools in Illinois have struggled, Illinois State is strong and stable.

Now a top 100 public university with top 10 percent graduation and retention rates, Illinois State is a university on the rise. Redbirds Rising will lift Illinois State to a new level of excellence.

And that’s where you can help.

As campus communicators, we will remind our constituents of Illinois State University’s past accomplishments and raise their sights to help them see the bright future that their support will create for Illinois State University.

In order to accomplish this most effectively, we need to speak with one voice. This campaign branding standards guide will help us do just that.

**Campaign communication goals**

- Promote overall awareness of campaign goals clearly and consistently
- Recognize the generosity and impact of donors
- Demonstrate gratitude for gifts of all sizes
- Educate constituents about how private gifts support our mission
- Educate the campus community about the critical role private support plays in the work we do at Illinois State, thereby cultivating a culture of philanthropy on campus
- Illustrate the impact that gifts to the campaign have on your area
- Elevate the level of giving by Illinois State donors
Introducing Redbirds Rising: language you can use

When the campaign is announced on September 16, we'll need to be prepared to promote the campaign at every opportunity. To ensure message consistency, please feel free to copy any of the following talking points.

• Rise to the challenge! Support Redbirds Rising: The Campaign for Illinois State.

• Illinois State is a university on the rise. Our longstanding commitment to individualized attention, diversity, integrity, civic engagement, and the pursuit of learning and scholarship serves as the foundation for an even brighter future. Now is the time to leverage our strong foundation and rise to new heights of excellence. With your help, Redbirds Rising: The Campaign for Illinois State will lift the University for decades to come.

• The goal will be achieved through private gifts from alumni, friends, faculty staff, students, corporations, and foundations.

• Everyone is encouraged to join in Redbirds Rising. Gifts of all sizes will help us reach our goal. The future of Illinois State—all that we stand for and will yet accomplish—depends on what we do today.

• Redbirds Rising presents an exciting opportunity for those who love Illinois State to invest in its future.

• We Redbirds fly together! Support Redbirds Rising: The Campaign for Illinois State, and join the effort to help our university rise to new heights of excellence.

• Your investment in Redbirds Rising elevates scholarship and academic excellence, educates tomorrow’s leaders, and sparks continuous creativity and innovation.

• Rise to the challenge! Invest in Redbirds Rising: The Campaign for Illinois State and demonstrate your support for Illinois’ first public university.

• Now is the time to leverage our strong foundation and rise to new heights of excellence. Support Redbirds Rising: The Campaign for Illinois State.
Campaign timing and objectives

Capital campaigns raise two common questions: “Why now?” and “What will this accomplish?”

Why now?

Planning for Redbirds Rising required university leadership to undertake an expansive assessment of our entire organization. Despite facing financial adversity, Illinois State is as strong as it has ever been. We've enrolled our largest classes at a time when other schools have struggled to attract students.

University leadership has developed plans for how to use our success to lift Illinois State to the next level. The process has gathered input from every area, encouraging leaders to dream about what they could accomplish with more resources. Redbirds Rising was born from those conversations as a shared vision and road map to advance Illinois State.

What will this accomplish?

With a goal of $150 million, it’s natural for donors to wonder what their gift will be used to accomplish, and it’s important that we provide clear and consistent answers to that question.

Redbirds Rising’s three objectives are detailed below. They provide a clear focus but are intentionally broad so to accommodate priorities from all areas of campus. Ten mini case statements have been developed (one per college as well as Athletics, Milner Library, Student Affairs, and WGLT) that detail each area’s funding priorities. Despite being diverse, they each fit within one of the three campaign objectives, creating a unified message for us to deliver publicly.

Scholarship [Student and Faculty Support] Elevating the level of scholarship and academic excellence in every field of endeavor through expanded student support and endowing faculty leaders to help create and maintain world-class academic programs.

Leadership [Programming and Experiential Learning] Educating tomorrow’s leaders, graduating globally aware and socially engaged citizens by facilitating greater participation in leadership programming, international education, off-campus internships, campus diversity initiatives, career development, and service-learning projects.

Innovation [Creative Workspaces and Technology] Sparking continuous creativity and innovation by encouraging a more entrepreneurial campus, including new teaching-learning spaces to foster teamwork and interdisciplinary problem-solving.

(When the campaign objectives are used in headlines, it may be appropriate to be paired with “Rising,” such as “Scholarship Rising,” “Innovation Rising,” and “Leadership Rising”)
Messaging points

As you craft campaign stories, you may find it helpful to look over the following messaging points.

1. **Illinois State is a university on the rise.**

   • Points of Pride detail our successes. [IllinoisState.edu/PointsofPride](http://IllinoisState.edu/PointsofPride)
   • Illinois State is making an impact on our state, nation, and world by educating high-achieving, motivated students who seek an individualized and transformative experience. This is further detailed in *Educating Illinois*.
   • Support from alumni and friends has made this happen. Record-breaking fundraising has been instrumental to our success.

2. **Advancing from a position of strength.**

   • Illinois State is strong and stable, but we cannot take that for granted.
   • Now is the time to advance the University to an even greater level.
   • Only with the partnership of our alumni and friends can the University continue to thrive in the challenging years ahead.

3. **How do we do that? We asked our leaders what they need to continue on this trajectory. Their answers created the Redbirds Rising campaign objectives.**

   • **Scholarship** [Student and Faculty Support] Elevating the level of scholarship and academic excellence in every field of endeavor through expanded student support and endowing faculty leaders to help create and maintain world-class academic programs.
   • **Leadership** [Programming and Experiential Learning] Educating tomorrow’s leaders, graduating globally aware and socially engaged citizens by facilitating greater participation in leadership programming, international education, off-campus internships, campus diversity initiatives, career development, and service-learning projects.
   • **Innovation** [Creative Workspaces and Technology] Sparking continuous creativity and innovation by encouraging a more entrepreneurial campus, including new teaching learning spaces to foster teamwork and interdisciplinary problem-solving.

4. **Call to Action—Redbirds across our state, nation, and world, join us through your support of Redbirds Rising: The Campaign for Illinois State.**

   **Rise to the challenge.** Philanthropy is a powerful form of leadership. Individuals who invest their financial resources in Redbirds Rising are making a statement of faith in future generations, while casting a vote of confidence in Illinois State’s mission and core values. For many, the act of contributing to the campaign is an expression of gratitude. Is there a mentor or motivator who lifted you up as a student or young professional? Become a person of such influence in another’s life by making a gift.

   **Share your story.** There are more than 210,000 living alumni, each with their own unique memories of how Illinois State University shaped their future. How did the Redbird experience enrich your life? Reflect on the faculty and staff who invested in your education, as well as the opportunities that lifted you up in preparation to pursue your passion. Share your story, news of the campaign, and Illinois State’s ongoing accomplishments with alumni and friends of the University.
Referencing the campaign

When first written, the campaign name should appear in its entirety—Redbirds Rising: The Campaign for Illinois State

Example:

Alumni and friends are encouraged to participate in Redbirds Rising: The Campaign for Illinois State by making a gift or pledge of any size.

Subsequent references in the same piece of communication may be shortened to Redbirds Rising.

Example:

Thank you for supporting Redbirds Rising.

There is no abbreviation for Redbirds Rising.
Redbirds Rising: What’s in a name, and how can you use it?

Campaign names are important. They provide the first impression and therefore need to be succinct, fresh, compelling, and memorable. It was important to our leadership that the name uniquely fits Illinois State and evokes our positive momentum. Redbirds Rising accomplishes this and more.

A name must also invite participation and engagement.

Consider ways that you can adapt the theme to advance your area priorities.

- Rising to positions of leadership (could apply to career success, colleges, or leadership gifts)
- Rising leadership of our institution among public institutions
- Rising to a new level of knowledge, mastery, and expertise
- Rising value and reputation of an Illinois State degree
- Rising graduation rates
- Rising indicators of success
- Rising to the challenge
- Rising to a place of prominence
- Rising trajectory of success

Additionally, consider working with UMC to develop a campaign-themed headline/tagline for your area.

- Research Rising
- Graduation Rates Rising
- Enrollment Rising
- Alumni Rising
- Philanthropy Rising

Example:

Research Rising [headline]

Redbirds Rising: The Campaign for Illinois State is creating new opportunities for collaborative research between students and faculty. We’re excited to share the following stories of research rising to greater heights within the Department of Agriculture.

NOT:

Research rising is creating new opportunities for collaborative research between students and faculty.
Tell your story—and let us help

Your area has a mini case statement reflecting its distinct campaign-funding priorities. These priorities will enable the University to achieve the three campaign objectives.

Our editorial staff in University Marketing and Communications is standing by to help write campaign stories for your area. But we need your help to identify what stories to tell.

Story types

• Impact stories (student/program success)
• Donor stories (models of ways to give)
• Gift announcements (information about how recently committed gifts will advance a campaign objective)
• Campaign objectives
• Student scholarships
• Supporting faculty leaders and their research
• Encouraging teamwork and innovation through new teaching-learning spaces
• Creative workspaces and technology
Help track stories

University Marketing and Communications will work with you to gather and produce content throughout the campaign, but there will be many instances when you have an opportunity to fold some campaign messaging into a piece of communication you are working on.

In reviewing your recent communications, you will find that private support can be connected to most of the stories you share. Student scholarship, programmatic initiatives, and faculty research are just a few examples of stories we tell that are often made possible by generous private gifts. Redbirds Rising provides an opportunity to highlight the generosity of donors and use it to inspire further support.

If you have any questions about communicating campaign stories or announcements, please contact Jamie Wood at jawood@IllinoisState.edu.

Publishing your giving stories

• Current News.IllinoisState.Edu contributors are encouraged to continue writing giving-related stories. If you do publish a giving-related story, tag “Giving” in the news system and email Jamie Wood to notify her that your story has been published. Wood is keeping a record of all giving-related stories that are published throughout the campaign.

Submit ideas for giving stories

• If you have an idea for a campaign-related story but need help writing it, notify Wood and UMC by submitting information about the story through the following Formstack: Forms.IllinoisState.edu/Forms/Giving_Stories

Gift announcements/news releases

• Jamie Wood will coordinate all public campaign announcements. Please direct all major gift announcements, campaign-related news releases, and questions about this topic to Wood.
Writing tips

While our past success is important, it’s most important to focus on the future and the positive outcomes that will occur as a result of this campaign.

As you write about the campaign

• Put the donor at the center.

• Show your audience how they can personally contribute to the exciting outcomes your area is working toward.

• Inspire your audience to consider the future that they can help create through their investment.

Avoid

• Do not make this about your area’s needs, how it has been neglected, how hard it has been, etc. People tune out negativity. Instead, get them excited about the future that is possible through their investment.

• Do not talk about the state budget impasse and the resulting issues it has caused for ISU.

Samples of positive messaging

• Your philanthropy is an inspiration to current and future Redbirds.

• Loyal donors like you have a profound impact on the future of Illinois State University.

• Your investment demonstrates your interest in helping Illinois State University educate tomorrow’s leaders.
Social media

University Advancement will launch a new Facebook page, titled “Giving at Illinois State”, in July. Be sure to follow this page as it will be the primary social media channel for campaign news and stories.

- Plan to share posts from this page, making sure to add your own comment to connect the shared content to your area.

- Whenever you post about the campaign, or any story that can be tied to the campaign, use the campaign hashtag: #RedbirdsRisingISU.

- As with all references to Redbirds Rising, please do not mention or use #RedbirdsRisingISU publicly before September 16.

- Find a list of additional university hashtags at UniversityMarketing.IllinoisState.edu/Identity/SocialMedia.

Once the campaign is launched, we need to quickly spread the word to as many Redbirds as possible. At the same time, we need to send consistent messaging so as not to confuse our audience. Please refer to the “Introducing Redbirds Rising” section for language you can use. Just remember to add #RedbirdsRisingISU.
What is Redbirds Rising?
Redbirds Rising: The Campaign for Illinois State will be the largest fundraising campaign in the University’s history. It will help our institution meet the needs of our current and future students at a time when higher education is facing unprecedented challenges. Illinois State is strong and is committed to building on that strength, providing students with an outstanding education as they prepare to be engaged global citizens.

The campaign began quietly in 2013 and will be publicly announced in September 2017. The campaign is scheduled to be completed in June 2020.

Why have a campaign now?
Philanthropic support is becoming increasingly important with rising costs, limited state resources, and emerging technology. Illinois State University is committed to providing students with the academic support, programming, and tools they need to change the world, but private support is crucial. Only with the philanthropic partnership of our alumni and friends can the University continue to thrive in the challenging years ahead.

What types of gifts are included in the campaign?
- Outright gifts and pledges include donations of cash or other assets such as stock, real estate, or personal property.
- Irrevocable deferred gifts allow donors to take a tax deduction the year the gift is made and include charitable gift annuities, life insurance benefits, and charitable remainder trusts.
- Revocable commitments allow donors to pledge a gift that might originate from a bequest intention or retirement plan; however, they can be revoked.
- Donations of tangible items can be made as gifts in kind.

What is an endowment?
An endowment fund is an investment fund that makes consistent withdrawals from invested capital. The capital in endowment funds is used for specific needs of Illinois State University, including scholarship, programs, and faculty support.

Who gives to the campaign?
Everyone! Alumni, friends, faculty, staff, students, corporations, and organizations have contributed, sharing in Illinois State’s mission that education starts with the core values of integrity, respect, and service to others. The University’s mission is deepened by dedication to high academic standards, individualized attention, and real-world experience with diversity.

Can I choose which area my gift supports?
Absolutely. Donors have the option to designate how their gift is used and are encouraged to invest in their greatest area of interest such as scholarships, programs, equipment, and faculty. Donors can select an established fund or work with the University and Foundation to create a fund. Visit Giving.IllinoisState.edu for more information.

Does the campaign replace public support?
While Illinois State receives budget dollars from the state, in recent years, those funds have provided less than 18 percent of the University’s budget. Private funding is needed to create scholarships, recruit top faculty, and support the many academic and student programs that provide an exceptional Illinois State experience.

What gifts count toward Redbirds Rising?
All gifts made during the campaign support Redbirds Rising. Gifts to specific areas within Illinois State University (e.g., Athletics, WGLT, College of Business, University High School) count toward the campaign goal, regardless of how they are distributed (e.g., payroll deduction, cash, pledge). Counting of deferred gifts is subject to the age of the donor.
Redbirds Rising campaign logo

Below is the official Redbirds Rising: The Campaign for Illinois State logo as well as several variations. Use original logo files as is without alteration. When printing the logo on promotional products, a circle-R/registered trademark ® is used. If possible the official Illinois State University logo should be used in conjunction with the Redbird Rising logo.

This version should be used only over a solid white background.

If over a colored background, text must change to white.

Color variations

Horizontal variation

Logo integrity

Using the incorrect version may produce an undesired white stroke around the head portion of the logo.

Do not add any pattern or background element that shows through the Redbird head. Solid backgrounds work best.
Redbirds Rising brand usage

Below are several examples of how to use the Redbirds Rising brand in ads within university publications.

Full-page, half-page, and quarter-page ads for inclusion in print publications such as newsletters or magazines. Also available as loose drop out cards to accompany existing jobs such as invitations.

Other materials can utilize the brand with a banner or cornercut without disturbing the original content of the piece.
Contact us

Throughout the campaign, questions will arise, and ideas will emerge. Please feel free to reach out to University Marketing and Communications at any time. Our goal is to empower you to promote the campaign and showcase the critical role private support plays in creating a margin of excellence for Redbirds.

Questions unrelated to the categories below may be directed to Van Miller in University Marketing and Communications at van_miller@IllinoisState.edu.

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