

# DEVELOPING YOUR MESSAGES

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# THE MESSAGE MAP

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A tool that helps organize all of your communications activities so they are:

- > Consistent
- > Focused
- > Effective
- > Efficient



# NOBLE PURPOSE

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The core statement of your strengths and characteristics – your purpose as a department

- > Succinct and bold
- > Your work, your mission
- > Includes students and faculty
- > Points to impact

## UW A&S NOBLE PURPOSE

The UW College of Arts & Sciences provides exceptional educational and research opportunities that promote the critical and creative thinking required to lead in and contribute to our global society.



# CRITICAL SUPPORTING MESSAGES

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These messages expand on and support your noble purpose

- > 3-5 support messages
- > The “pillars” of your noble purpose
- > Short and memorable
- > Exclude all non-essential details

## UW A&S SUPPORT MESSAGES

**#1:** Our faculty are leaders and innovators, well-established in their respective disciplines.

**#2:** We provide a liberal arts education that engages students to explore the fundamental questions of our world

**#3:** Arts & Sciences scholarship helps lay the foundation for much of the innovation and leadership that exists in our society

**#4:** We serve as a vital community partner by providing diverse expertise and cultural enrichment



# MESSAGING WORKS TOGETHER

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The UW College of Arts & Sciences provides exceptional educational and research opportunities that promote the critical and creative thinking required to lead in and contribute to our global society.

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# GATHER DATA AND STORIES

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Each of your support messages needs an array of proof points:

- > Statistical data pertaining to each message
  - **Ex:** “73% of all UW bachelor’s degrees are from the College of Arts & Sciences.”
- > Notable awards, accomplishments, and activities
  - **Ex:** “11 Arts & Sciences faculty members are Pulitzer Prize recipients.”
- > Human stories that bring the message to life
  - At least a few strong stories for each message



# MESSAGE MAP TO CAMPAIGN VISION STATEMENT



# THE DIFFERENCE



You message map indicates  
*who you are and what you do.*

Your vision statement indicates  
*what you will become.*



# CAMPAIGN VISION STATEMENT

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Transform your key messages into an inspiring picture of what you are working to accomplish. This statement should be:

- > **Geared toward inspiring philanthropic investment**
- > Aspirational and bold
- > Rooted in outcomes and impact
  - What important issues will you address?
  - How will your work benefit society, students, and the world?
  - Why is your unit qualified to accomplish this work?
- > Supported by sub-messages and data/stories



# UW ARTS & SCIENCES VISION STATEMENT

The UW College of Arts & Sciences will be the national model for rigorous and broad-based public arts and sciences education that incorporates hands-on investigation with robust scholarship in a leading-edge research environment, preparing students to be successful, lifelong contributors to our complex and rapidly changing world.

## **CREATE BOUNDLESS OPPORTUNITY**

Our students will become the next generation of thought leaders and world changers through an education that combines broad scholarship and real-world experiences.

## **ACCELERATE IDEAS AND DISCOVERIES**

Through ambitious research and scholarship, we will accelerate ideas and discoveries that will alter global understanding, enrich culture, and address complex issues of pressing societal need.

## **EMPOWER INNOVATIVE LEADERSHIP AND RESEARCH**

Our faculty will have profound, long-lasting impact on our University, our state, and our world by leading collaboration and innovation in teaching, research, and scholarship.

## **BUILD ENDURING IMPACT**

We will support the next generation of outstanding students and faculty by building and maintaining physical spaces that promote modern-age scholarship, research, and collaboration.



# ELEMENTS OF AN EFFECTIVE VISION STATEMENT

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- > Forward looking
  - What results will be made possible because of your work?
  - How will the world be changed if philanthropists support your department?
- > Societal
  - How will you make a difference to society, not just the institution?
  - How will you solve problems and enhance life?
- > Concrete
  - Will your listeners understand in simple, tangible terms what you are talking about?
  - Explain in terms of human actions or sensory information
- > Emotive
  - Use human examples to support it
  - Make it compelling
- > Succinct
  - Be concise
  - Focus: What is the essential core of your funding priority?



# CONTACT US

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The CAS Marketing and Communication team is happy to help your unit develop its key messages.

- > To request a consultation with someone from our team, fill out a Marketing Assistance Request Form (MARF) at:  
<https://marcomm.artsci.washington.edu/marketing-service-requirements>

