

# Print Media – Donor Engagement Materials

## A Practical World *Auburn University*

### **Objective or purpose of project:**

To create a memorable piece commemorating the 150th anniversary of the College of Agriculture.

### **Audience:**

Donors, alumni and friends of the college.

### **Project Outcome:**

As the College of Agriculture at Auburn University prepared to celebrate its sesquicentennial, the Communications & Marketing Office was charged with creating a book not to sell, but to give to donors and friends of the college to celebrate our history. In collaboration with our Development Office, we decided to create something that strikes a balance between a historical book and a coffee table book.

### **What makes this project exceptional?**

We looked at the books other colleges on our campus have created to celebrate major milestones. We knew immediately we wanted to do something better. “A Practical World” is not a perfect chronology of the college’s history; rather, it is a celebration. We considered this objective in the writing, design, binding, photography and printing, and we believe recipients of the book will treasure it for years to come.

