

Multimedia – Electronic Newsletter

New Frontiers Construction Annual Report *Oklahoma State University*

Objective or purpose of project:

The purpose of the New Frontiers Construction Annual Report was to highlight the activities of the New Frontiers project from the start of construction of the New Frontiers Agricultural Hall to the one-year anniversary of the groundbreaking event. The New Frontiers Agricultural Hall will be the new home for OSU Agriculture, which includes the Ferguson College of Agriculture, OSU Extension and OSU Ag Research. Distributed as an electronic newsletter, the annual report included a video message from the vice president and dean of OSU Agriculture, a campaign update, year-at-a-glance photos, a construction time-lapse video and feature articles in recognition of donors committed to the campaign.

Audience:

The annual report was distributed via email to 795 New Frontiers campaign stakeholders made up of 520 total donors including 10 cornerstone donors, 81 major gift donors and 29 industry and corporate major gift donors, plus numerous alumni, industry leaders, Dean's Advisory Council and Oklahoma A&M Board of Regents. In addition, the report was posted on the OSU Agriculture website, which garnered a larger audience. The link to the annual report was included in a New Frontiers Construction Update sent to OSU Agriculture faculty, staff, alumni and donors, which was about 16,000 people.

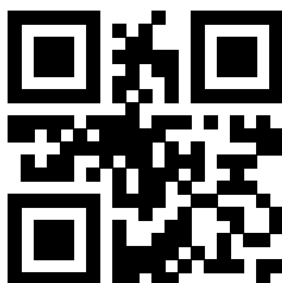
Project Outcome:

The New Frontiers Construction Annual Report was successful in meeting its goals and objectives of keeping the campaign stakeholders, as well as OSU Agriculture faculty, staff, alumni and donors up to date with information regarding the New Frontiers project. Analytics show the annual report newsletter sent to New Frontiers campaign stakeholders had an open rate of 46%, which is higher than the industry average. In addition, the New Frontiers Construction Update that included the link to the annual report had an open rate of 32%. The New Frontiers campaign's success is due to peer-to-peer communication, which resulted in outright gifts and pledges and engage existing and new commitments to "Embark on New Frontiers."

What makes this project exceptional?

The New Frontiers Construction Annual Report served as an information piece about the activities during the first year of construction for the cutting-edge facility for OSU Agriculture. It also helped to market and promote the campaign to help raise funds for the \$115 million new building. At the time of distribution, less than \$1 million was needed to reach the \$50 million fundraising goal. Within three months after the annual report was published, the campaign reached its goal.

**Read the
New Frontiers Construction
Annual Report.**



It's hard to believe that one year ago we were celebrating the groundbreaking for our New Frontiers project. I can remember the excitement that filled the day and the anticipation to begin the construction process for our state-of-the-art teaching, research and Extension facility for OSU Agriculture. Although we have faced challenges this past year, we are making progress on the construction site, as well as our fundraising campaign. With less than \$1 million to go to reach our \$50 million goal, we are surging ahead and can't wait to celebrate reaching this milestone with our supporters soon. I encourage you to watch the video message and review the information below to learn more about our activities during the past year.

Together, we are embarking on New Frontiers!

Thomas G. Coon
Vice President and Dean
OSU Agriculture