



M

BOLD IDEAS *Summit*

CASE SUBMISSION

category

Special Events: In-Person (Single-Day)

Edit WITH A RED PEN.

blue

CONTEXT

The Bold Ideas Summit was a brand new way to engage top U-M executives, academic leaders, and 50 of the university's most committed donors at the ground level of the campaign planning process. It also happened to be President Santa Ono's very first day in office.

The Summit was designed to give donors an opportunity to talk directly with leadership about possible collaborative initiatives to drive the next campaign. To invite co-collaboration from our guests, we presented the Bold Ideas as a "work in progress." That theme resonated throughout every design element of the day, including the spirited, multicolored Bold Ideas branding.

Prior to the event, donors received a Bold Ideas Summit workbook with summaries of the five initial areas of focus, with plenty of space encouraging them to note their questions and impressions along the way.

Five short videos highlighted the collaborative process to conceptualize each of the initial interdisciplinary

focus areas. Deans and faculty leaders spoke first-hand to the importance of interdisciplinary collaboration from the campaign's inception—as well as the significant role donors and volunteers play in shaping these solutions.

The bulk of the event focused on table discussions to generate feedback and new ideas. Throughout the day, a visual notetaker created a real time, mural-like visual representation of the conversations underway, projecting a idea-provoking vibe to engage in conversations around large societal challenges.

After the summit, a celebratory reception and dinner followed with President Ono, deans, and other university leaders. It was a high-energy conclusion to the Bold Ideas Summit, with performances by alumni of the School of Music, Theatre & Dance.

Overall, the event was highly successful, resulting in helpful feedback, an engaged group of philanthropic leaders, and meaningful future gift conversations.

HOW WILL *today* CHANGE *tomorrow*?



‘WORK IN PROGRESS’

OUR DESIGN CONCEPT

This concept is all about the ongoing process and the energy of the work being conducted in effort to get to the most meaningful and fundable ideas for our next campaign. We spent nine months brainstorming, collaborating, putting in countless hours to get to this place where our ideas are formed and articulated in our theme documentation, and we are not done yet. Donor collaboration and feedback will bring it all home—in a way that is uniquely Michigan.

The use of proofing marks helps us accentuate that this is truly a work in progress—that we are still editing and refining our ideas—and is a witty way to show our commitment to getting donor feedback and insights.

In addition to a strong base of Maize and Blue, we utilized colors that have represented each of the campaign theme development groups and are used and blended in a way that shows how interconnected these ideas are and to further visually represent our focus on collaboration.

DAY OF EVENT **EXECUTION**

The Bold Ideas Summit was an example of collaboration across many Office of University Development teams including Campaign Strategy and Initiatives, Marketing & Communications, and University & Development Events with consultation from outside firm Grove Collective Foundation. The process of establishing event goals and agendas was led by the Campaign Strategy and Initiatives team and Grove Collective Foundation, while University & Development Events and Marketing & Communications collaborated on communications, guest experience, and event logistics and execution. All groups met regularly over the course of six months to plan all details of the event day.



The Bold Ideas Summit, held on October 14, 2022 at the Alexander G. Ruthven Building on U-M's Ann Arbor campus.

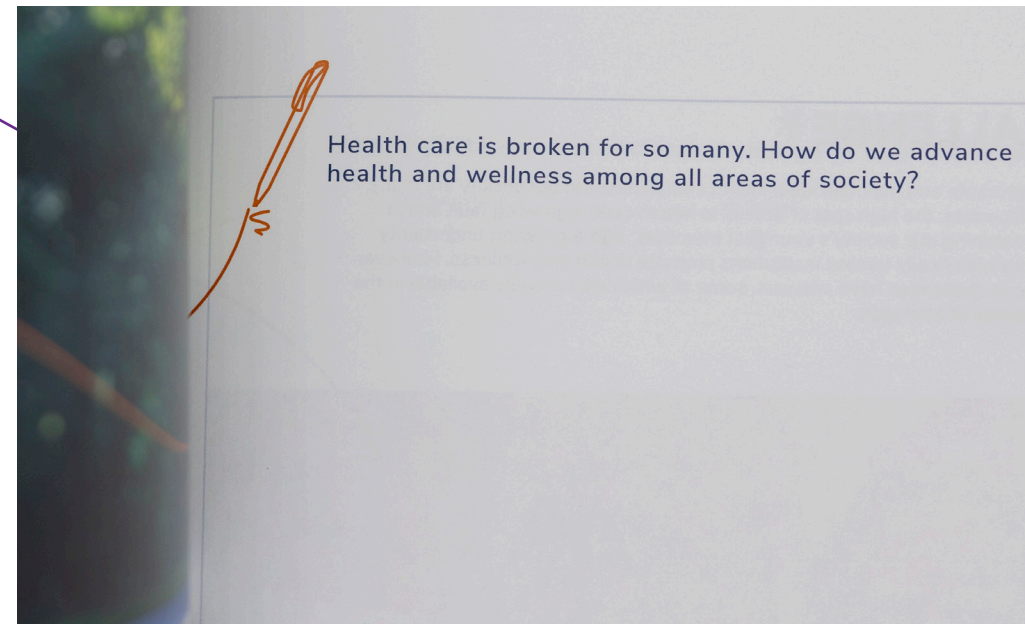


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GET OUT YOUR PEN:
 a workbook assignment

Each of you brings valuable experience and expertise that can help shape our focus. If we may be so **bold**, we're giving a pre-summit workbook assignment. We'd like you to review our early concepts and impressions along the way.

The enclosed workbook outlines five initial areas of interest with early-stage bold ideas to begin our conversation. The early works in progress—not final at all—and we'd like to help shape our priorities. The initial areas are:

- Enhancing Health and Wellness
- Exercising Democracy
- Investments for Tomorrow



Using their Bold Ideas workbooks, donors participate in roundtable discussions while a visual notetaker captures a representation of the conversations.



A cocktail hour reception before the Food With Thought dinner, held at the Museum of Natural History.





Food With Thought dinner.



GOALS & **OUTCOMES**

Our key objective was to engage our top-tier prospects and donors in the early stages of our campaign planning. We are placing great emphasis on collaborative initiatives, leveraging the university's breadth of excellence to address some of society's greatest challenges. After months of interdisciplinary theme group brainstorming, we aimed to invite feedback on our bold ideas and engage our most committed donors—before those ideas were “fully baked.” Through a coordinated communications and branding strategy, high-quality collateral, and a relentless focus on listening to our guests, the event generated great enthusiasm and has initiated numerous transformational gift conversations.



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GO BOLD