

MacMurray Founded 1846
COLLEGE

MAC NATION TOUR 2017

June 1 through July 26, 2017

- Visited over 78 cities
- Covered 32 states
- Traveled over 14,000 miles

... and created momentum which has moved the College forward.



MACNATION TOUR 2017

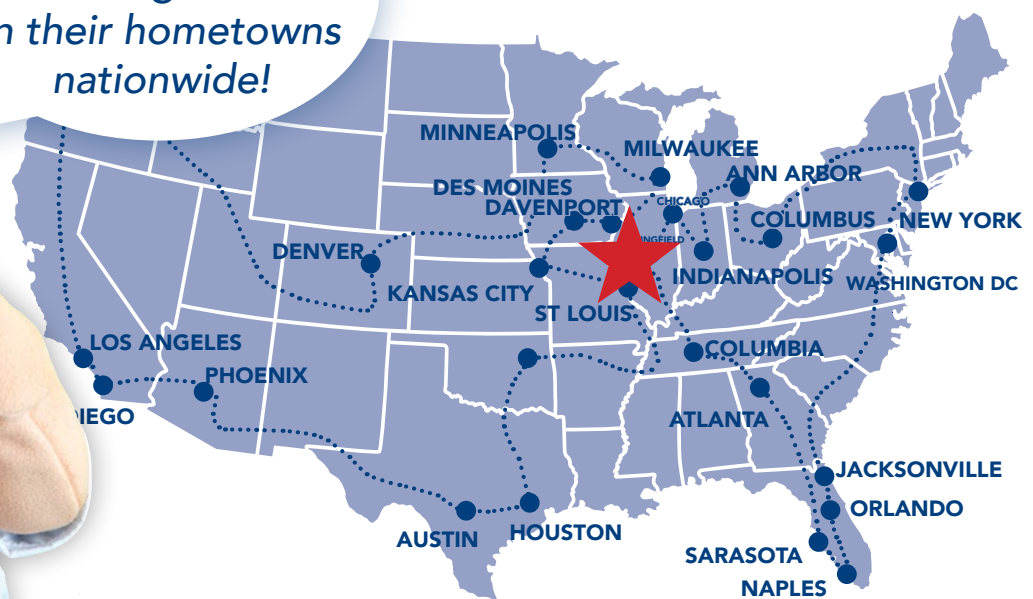
EVENT OVERVIEW

MacMurray College President Mark Tierno embarked on an eight-week trek around the nation in an RV to rally alumni as well as connect with current and prospective students. The Tour was executed to personally thank longtime supporters of MacMurray College and increase alumni participation.

The Tour kicked off on June 1, 2017 and ended July 26, 2017. The MacNation Tour took him all over the country traveling in an RV totaling 14,169 miles driven; visiting 32 states; hosting 38 individual donor visits as well as 28 alumni events. In total, 861 individuals were engaged over the course of the tour.

This Tour provided momentum that has and will continue to propel the College for future fundraising and engagement successes.

MacNation
*...visiting alumni
in their hometowns
nationwide!*



MacNation Marketing Support

RV with custom graphic wrap



MacNation Marketing Support

Specialized MacNation web presence www.mac.edu/macnation/ including daily blog posts featuring the Spirit of MacNation, Flat Mark Adventures, weekly recaps, interactive map, President Tierno's coffee consumption (127 cups) and driver biographies.



Invitations to 9,000+ alumni and thank you notes to over 800



Social Media Posts via Facebook and Twitter

www.mac.edu/macnation/
www.facebook.com/MacMurrayAlumni



T-shirts and gifts for attendees



MacNation Marketing Support

TV coverage in area market and online streaming by weekly TV show, "The Thread."

Week 1: www.youtube.com/watch?v=llJFswVboDU

Week 2: www.youtube.com/watch?v=h8u0y0gieE8

Week 3: www.youtube.com/watch?v=LAFsxqLlheg

All videos viewable at:

www.youtube.com/results?search_query=macnation+tour

Mac was
Featured on
a Weekly TV
Show!



Sponsorship with national insurance company, GEICO

Sponsor keychains and gifts distributed at all alumni events, and visits from the GEICO Gecko mascot.



MacNation Marketing Support

Contests and games for alumni and the public, with awarded prizes from a dedicated “prize lady” themed to the event.



Creation of MacNation character, Flat Mark (President Mark Tierno’s “Mini-Me”), who gained additional interest through photo ops, sidetrips, and individual blog posts written from his point-of-view.

www.mac.edu/macnation/blog.asp



Mac the Highlander

The “Spirit of MacNation,” whose story was told within the MacNation blog, was unveiled as the reinvented campus mascot character at the end of the tour. That theme was used at Homecoming in October of 2017 to keep the momentum from the MacNation Tour alive throughout the year and reinforce the #MacFam.



SAMPLE FROM BLOG POSTS:

The Spirit of MacNation

Each Sunday’s post will be themed around one of MacMurray College’s six core values – Knowledge, Faith, Service, Wisdom, Duty, Reverence – that come together to create the Spirit of MacNation.

These values were adopted in 1955 when MacMurray established separate men’s and women’s colleges and were combined to become the core values for MacMurray College when the College became one in 1969.

Together these six core values define, inform, and guide the philosophy and work of the College and become the Spirit of MacNation.



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