Introduction

Thanks to the hard work and generosity of the K-State family, we surpassed the $1 billion mark in the Innovation and Inspiration Campaign one full year ahead of schedule. We have proven we can achieve more than we ever thought possible, so we are building on this success and momentum and extending the campaign — we will raise $1.4 billion by 2020.

The campaign will continue to support K-State’s vision of being recognized as a top 50 public research university by 2025, but will now have three signature drivers that will lead the Innovation and Inspiration Campaign forward. These drivers are land-grant mission, centers of excellence and interdisciplinary programs and K-State legacy through long-term investments.

As communicators, we are critical to continuing the momentum. We are K-State’s master storytellers — no one is in a better position to help communicate the importance of this campaign to our audiences.

The goal of this document is to empower you to tell the story of the Innovation and Inspiration Campaign and its most important core message: Private philanthropy advances K-State. This core message is delivered most effectively when we all follow a common set of visual, verbal and textual standards when describing and promoting Innovation and Inspiration in the ONE K-State way.

Although this content was originally produced by the KSU Foundation, we hope that you will regard this document as your personal toolkit. We hope, too, that you will help us improve it with your ideas, questions and suggestions so this can be a living document that evolves over time. Contact Susan Berhow with questions or comments: susanb@found.ksu.edu or 785-532-7616.

A note about co-branding

All elements of the Innovation and Inspiration Campaign identity are meant to complement existing Kansas State University brand guidelines. As you implement the campaign into your communications, please continue to reference the K-State Brand Guide and University Style Guide available at www.k-state.edu/vpcm.

Visit www.found.ksu.edu/toolkit to access many of the assets referenced in this guide, including campaign logos, CMS integration instructions, photo gallery and video gallery.
What communicators should know about the Innovation and Inspiration Campaign

Innovation and Inspiration: The Campaign for Kansas State University will raise $1.4 billion to drive K-State forward in three key areas: the land-grant mission of keeping education accessible and affordable, building on our areas of strength through centers of excellence and interdisciplinary programs, and ensuring a legacy of success through long-term investments in the success of the institution. K-State continues its strategic vision to become a top 50 public research university by 2025 and funds will still support this effort. A new emphasis will be placed on these three key areas, which complement the 2025 vision.

It’s a comprehensive campaign to address a broad array of fundraising priorities throughout K-State. Innovation and Inspiration is not a capital campaign: capital campaigns generally focus solely on a building or infrastructure project, and though Innovation and Inspiration priorities include capital projects, it is broader in nature.

The philanthropic priorities were developed in step with K-State 2025 through a collaborative process between the president, provost, deans, unit heads and the KSU Foundation.

The $1.4 billion goal will be reached through private gifts from alumni, friends, corporations and foundations — and from faculty, staff and students, too! Some gifts will be given outright, and others will be pledges or gifts through individuals’ estate plans, which will be realized in the future.

Campaign communication goals

• Promote overall awareness of the campaign goals to reach new potential donors
• Drive participation and social engagement to increase advocacy
• Demonstrate the need in relation to the three focus areas for potential donors to see the purpose in giving
• Recognize the generosity and impact of current donors to increase likelihood of repeat gifts

Quick talking points

Why we’re extending the campaign:

• We’re building on the momentum and success we’ve already experienced in order to continue to fundraise for priorities
• The K-State family goes above and beyond to achieve great heights
• We have more to accomplish

Innovation and Inspiration is:

• The most ambitious campaign in K-State history
• An effort inclusive of the entire K-State family — here in Kansas and around the world
• Rooted in our land-grant history, but inspired by our future
• Aligned in support of the seven key themes of K-State 2025
• Comprehensive — philanthropy will support student success, faculty development, facilities, programmatic success and excellence funds across all three of K-State’s campuses, K-State Global Campus, K-State Alumni Association and K-State Athletics
Innovation and Inspiration will raise $1.4 billion to drive K-State forward toward our strategic vision to become a top 50 public research university by 2025.

<table>
<thead>
<tr>
<th>THEME I</th>
<th>Research, scholarly and creative activities and discovery</th>
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<tbody>
<tr>
<td></td>
<td>Create a culture of excellence that results in flourishing, sustainable and widely recognized research, scholarly and creative activities, and discovery in a variety of disciplines and endeavors that benefit society as a whole.</td>
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<th>THEME II</th>
<th>Undergraduate educational experience</th>
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<td>Build a connected, diverse, empowered, engaged, participatory culture of learning and excellence that promotes undergraduate student success and prepares students for their professional, community, social and personal lives.</td>
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<th>THEME III</th>
<th>Graduate scholarly experience</th>
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<td>Advance a culture of excellence that attracts highly talented, diverse graduate students and produces graduates recognized as outstanding in their respective professions.</td>
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<th>THEME IV</th>
<th>Engagement, extension, outreach and service</th>
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<td>Be a national leader and model for a reinvented and transformed public research land-grant university integrating research, education and engagement.</td>
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<th>THEME V</th>
<th>Faculty and staff</th>
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<td>Foster a work environment that encourages creativity, excellence and high morale in faculty and staff, responds to changing needs, embraces diversity, values communication and collaboration, and is respectful, trusting, fair and collegial for all.</td>
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<th>THEME VI</th>
<th>Facilities and infrastructure</th>
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<td>Provide facilities and infrastructure that meet our evolving needs at a competitive level with our benchmark institutions and are an asset to recruit and retain quality students, faculty, researchers and staff.</td>
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<th>THEME VII</th>
<th>Athletics</th>
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<td>Strengthen the interconnectivity between intercollegiate athletics and the campus community to prepare our student-athletes for success in school, in sport, and after graduation and benefit our university, community and state.</td>
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Three key areas going forward

Land-grant mission

We have long valued our mission of keeping education accessible and affordable to the people of Kansas and beyond. With the decline of state funding, we must remain laser focused on access and affordability. We must redouble our efforts to provide scholarships based on need — not just merit — because any future Wildcat worthy of admission is worthy of our support.

We must invest in the complete educational experience — libraries, performance halls, community-building facilities — that bring our diverse student body together to create a truly inclusive and modern learning environment.

Centers of excellence and interdisciplinary programs

These programs are our moonshots — the areas where we have a competitive advantage and the potential to change the world. We know our best research and teaching efforts are ones that bring together thinkers and researchers from across the academy to create interdisciplinary programs with truly transformational impact, and these programs are examples of that:

- Polytechnic unmanned systems and aviation programs, which are ranked among the nation’s best
- Center for Risk Management Education and Research
- Bio-agro security, including the Biosecurity Research Institute and the Department of Homeland Security’s National Bio and Agro-defense Facility (NBAF), making us the Silicon Valley of biodefense
- The Staley School of Leadership Studies and the Snyder Leadership Legacy Fellows program

We will continue to work to advance our other great universitywide programs, like the Johnson Cancer Research Center, Beach Museum, McCain, K-State Libraries and more. These programs will help us realize our goal of becoming a top 50 public research university by 2025.

K-State legacy

We will increase the number of documented planned gifts, ensuring the success of K-State through long-term investments.
Continued areas of giving in support of 2025

Student success
Support for students establishes scholarships and fellowships, funds new programs and fosters participation in leadership opportunities.

Faculty development
Eminent faculty members attract exceptional students and bring esteem to the university through internationally significant research and teaching. As faculty members mentor, teach and collaborate with students, they prepare students to face challenges and achieve solutions in their future careers.

Facility enhancement
The modern campus infrastructure encompasses facilities, equipment and technology that are up-to-date and cutting edge—an asset in recruiting and retaining students, faculty and staff.

Programmatic support
These contributions provide momentum for existing programs and allow the development of new ones.

Excellence funds
Excellence funds provide deans and administrators with flexible resources to meet areas of greatest need as well as emerging opportunities.
Steal this: Sound bites you can use!

There are topics that come up frequently when discussing the campaign, such as what the funds will be used for, why philanthropy is important, and the importance/function of the endowment. Below are a few sentences we often use to describe these topics. Please feel free to use these or tweak them to your needs.

- We’re building on the momentum and success of the Innovation and Inspiration Campaign so far and extending it to raise $1.4 billion by 2020.

- As K-Staters, we go above and beyond to reach new heights.

- All K-Staters can be a part of this historic campaign by making a gift to the area they care about most.

- We’ve embarked on a visionary and ambitious mission — to raise $1.4 billion, making significant progress toward funding our 2025 initiatives and fulfilling our land-grant mission of making education accessible and affordable.

- Innovation and Inspiration will raise $1.4 billion to drive Kansas State University toward our strategic vision to become a top 50 public research university by 2025 and to bolster our land-grant mission of making education accessible and affordable.

- Endowed funds you create today will reach into the future to provide continual support for the purpose you care about most. This is because the principal of the gift remains intact and is expected to continually increase, while awards are made from the earnings. Endowment growth is an important benchmark toward our goal to become a top 50 public research university by 2025 because it directly affects our capacity to serve future generations of K-Staters.

- Philanthropic support from loyal alumni and friends, who share a passion to see K-State and (insert college or unit name) advance, will be crucial to reaching our goal of being a top 50 public research university by 2025.

- In line with national trends, less than 20 percent of K-State’s operating budget comes from state funding. Because of declining state funds, private philanthropy is critically important to ensure K-State’s long tradition as a public research university is preserved and enhanced to a top 50 level nationally.

- We have long valued our mission of keeping education accessible and affordable to the people of Kansas and beyond. With the decline of state funding, we must remain laser focused on access and affordability.

- Our best research and teaching efforts are the ones that bring together thinkers and researchers from across the academy to create interdisciplinary programs with truly transformational impact.

Nomenclature

- On first reference, use the complete name — Innovation and Inspiration: The Campaign for Kansas State University.

- There are three acceptable second references: the Innovation and Inspiration Campaign, Innovation and Inspiration or the campaign.

- When using the campaign’s name in text, use “and,” not an ampersand, e.g. Innovation and Inspiration.

- Do NOT abbreviate the campaign name to I&I. Always spell it out — Innovation and Inspiration.
This, not that

Tips on tone in writing about Innovation and Inspiration and the extension of the campaign.

Extending the campaign

Focus on the amazing success and momentum of the campaign so far — that’s why the campaign is being extended. K-Staters never do anything halfway; they go above and beyond. While there is a need due to declining state support, and that can be mentioned, just don’t focus on it. Focus on the positive momentum and the drive to raise funds for the new three key areas — land-grant mission, interdisciplinary programs of excellence, and ensuring a K-State legacy.

USE THIS
Because of the amazing success of the Innovation and Inspiration Campaign so far, we’re going above and beyond to do more for K-State, ensuring a legacy of success for now and future generations.

NOT THIS
Due to declining state investment in higher education, K-State needs your support now more than ever.

The campaign’s relationship to 2025

Take care in how you represent Innovation and Inspiration’s relationship to K-State 2025. Private dollars will not completely fund this strategic plan.

USE THIS
Innovation and Inspiration will help us make significant progress toward funding our 2025 initiatives.

OR THIS
Innovation and Inspiration will raise $1.4 billion to drive Kansas State University toward our strategic vision to become a top 50 public research university by 2025.

NOT THAT
Innovation and Inspiration will fund our 2025 initiatives.

Writing about fundraising goals

Don’t sound needy or negative. Be future focused on positive results that will occur because of the funds raised. Make the donor the hero and show how their investment will help move your unit toward a goal.

USE THIS
You can invest…
You can help…
Make a difference…
Your investment helps students…

NOT THAT
Avoid words like “need” or “problem.”
Font usage
In accordance with university branding guidelines, K-State’s official fonts, Myriad Pro and Adobe Caslon Pro, should be used. For more information about these guidelines, please see the Kansas State University Brand Guide available at www.k-state.edu/vpcm/branding.

Logo usage
The Innovation and Inspiration logo is available in file formats for use in commercial printing, desktop publishing, electronic presentations and web communication. For more information about usage or to obtain a digital file, please contact Susan Berhow at 785-532-7616 or susanb@found.ksu.edu.

The Innovation and Inspiration logo has been carefully designed to complement the Kansas State University wordmark while remaining strong and distinctive in its own right. Fonts used in the logo are Brandon Grotesque Black and Regular, with a Caecilia LightSC Regular ampersand.

Minimum reproduction
In order to maximize legibility on printed materials, the campaign logo may not appear smaller than the sizes illustrated below.

Minimum print width with tagline: 2”
Minimum print width without tagline: 1.25”
Minimum web width: 155 x 72 pixels
Clear space

To ensure it has a distinct visual impact, the logo should always have adequate clear space around it that is free of words or other graphics. The clear space is defined by the outer circle surrounding the ampersand. This clear space should also be applied to ensure sufficient space between the logo and the edge of the page.

Alternate logos

Alternative versions of the logo are available for use when the standard campaign logo is impractical, as shown below.

All black  All PMS 268

White on black or PMS 268 background

Approved usage

In order to maintain quality and uniformity, the official campaign logo must be reproduced using the criteria outlined in this guide. It must not be redrawn, reproportioned or modified in any way. It may be proportionally resized.
Incorrect usage

The campaign logo is a stand-alone design element and must appear separate from other elements in all applications. It is imperative that no words or images crowd, overlap or merge with it and that it not be placed on a photo or design. The logo may not be rotated, tilted, rearranged, shaded, stretched, used in outline form or filled with a texture or photo. Do not substitute another typeface, alter the language, graphics or colors, or add other text or graphic elements.

Shown below: Incorrect usage of the campaign logo.
Integration with print publications

From now until June 30, 2020, the campaign logo and URL should be integrated into print publications, especially those items that target an external audience. This includes:

- Magazines
- Newsletters
- Advertising
- Signage
- Flyers/brochures
On the web

The official URL for the campaign microsite is inspire.k-state.edu. Click the “Your Support in Action” link to view videos produced by the KSU Foundation, campaign news about new philanthropic gifts and stories about the impact philanthropy is having on campus. We encourage everyone to repurpose this content in internal and external communications, when applicable to the target audience.

Integration on K-State homepages

An Innovation and Inspiration Campaign banner was applied by Web Services to the K-State, college and major unit homepages the week of the launch. If your college or major unit is not in the CMS, please contact Susan Berhow, susanb@found.ksu.edu or 785-532-7616.
Optional right- or left-hand column integration

We encourage all units to include the campaign logo and link (inspire.k-state.edu) on their CMS sites. For instructions on how to add the logo to your page, visit www.k-state.edu/webservices/cms.
Social media

We want the Innovation and Inspiration Campaign to have an active showing on social media across K-State’s major platforms — Twitter, Facebook and Instagram — and throughout all K-State related accounts, including colleges, departments, centers, Alumni Association, K-State Athletics, etc.

Hashtag: #KStateInspires

The campaign website will aggregate all of the social media that uses the official hashtag into one place and show where these posts/tweets originate from so we can see the worldwide impact of the campaign. Please use #KStateInspires as often as possible, when appropriate.

Also, use #KState2025 when appropriate and if you have space.

Social media accounts to watch:

Twitter:

• @KSU_Foundation: https://twitter.com/KSU_Foundation
• @KState: https://twitter.com/KState

Instagram: Kansas State University

Facebook:

• KSU Foundation: https://www.facebook.com/ksufoundation
• Kansas State University: https://www.facebook.com/KState
Topics to post about:

• Going above and beyond to fulfill K-State’s land-grant mission of making education accessible and affordable

• Ensuring the success of K-State through long-term investments

• Bringing together thinkers and researchers from across the academy to create interdisciplinary programs with truly transformational impact

• Build the family legacy and inspiration for the future

• Celebrate the past

• Thank and recognize donors and volunteers (e.g. Thanks to donors like you, #KState students receive scholarships to study abroad. #KStateInspires OR Thanks to donors like you, #KState faculty conduct groundbreaking research. #KStateInspires)

• Reinforce the Innovation and Inspiration Campaign and the 2025 Vision

• Emphasize the seven campaign/2025 themes

• Feature stories of students and faculty impacted by the campaign/gifts to K-State

• Invite audiences to take part in the excitement and visit the campaign website: inspire.k-state.edu

• Promote sharing of K-State pride and inspiration, e.g. What about #KState inspires you? #KStateInspires
Video gallery

KSU Foundation video producers are continually adding new videos highlighting the impact of philanthropy across K-State and showcasing Innovation and Inspiration Campaign events. To view and share these videos, please visit the KSU Foundation Vimeo channel at https://vimeo.com/ksufoundation
If your college, department or unit is part of the campus digital display network, you can access Innovation and Inspiration Campaign slides from your assigned client manager at the Division of Communications and Marketing. Visit http://www.k-state.edu/marketing/client-managers/ for more information.
Online giving

Are you interested in empowering your readers to make a secure online gift to a particular fund? The KSU Foundation can provide a URL linking directly to the fund for your web or print communications. The Division of Communications and Marketing can help you place an online giving button on your website. Then, visitors can easily make a gift to that fund after entering the secure online system with their log-in credentials or using the “guest” option.

To view an example of online giving, visit www.found.ksu.edu/give/band. For help, contact Kim Downing at kimd@found.ksu.edu or 785-532-7504 and state your fund name, fund number and whether this will be used for print or web.
In-house advertisements

Help keep philanthropy top-of-mind for your readers with in-house “advertisements” in print publications. Common placement includes inside back covers or inside the publication, paired with a contribution card or a story about philanthropy. Contact Susan Berhow at susanb@found.ksu.edu or 785-532-7616 to learn more about existing content the KSU Foundation can quickly and easily adjust for your publication.

Endowed faculty positions enhance research and teaching, benefiting the college, faculty and students alike.

I enjoy assisting students in developing their research interests. The **LL McAninch Professorship** supports the travel for students to present their projects.

— ESTHER SWILLEY
Associate Professor of Marketing,
College of Business Administration

To support CBA faculty, contact Darin Russell at 785-532-7525 or darinr@found.ksu.edu, or Galen Banning at 785-532-7515 or galenb@found.ksu.edu
FAQs

How do I find out more about what the campaign will support in my college or unit?
For information specific to your college or unit, contact your development officer or Susan Berhow, susanb@found.ksu.edu, 785-532-7616.

Will the Innovation and Inspiration Campaign compete with the All-University Campaign?
No. The All-University Campaign falls under the umbrella of Innovation and Inspiration. Your All-University Campaign gift is a great way to participate in the Innovation and Inspiration Campaign as faculty and staff.

Will the Innovation and Inspiration Campaign compete with K-State Proud?
Much like the All-University Campaign, K-State Proud falls under the umbrella of Innovation and Inspiration. When you support K-State Proud, you are also supporting the Innovation and Inspiration Campaign.

Contact information

The goal of this document is to empower you to tell the story of the Innovation and Inspiration Campaign and its most important core message: Private philanthropy advances K-State. This core message is delivered most effectively when we all follow a common set of visual, verbal and textual standards when describing and promoting Innovation and Inspiration in the ONE K-State way.

If you have questions about logo usage, editorial style or anything regarding campaign communications, please contact Susan Berhow, susanb@found.ksu.edu, 785-532-7616.
The Innovation and Inspiration Campaign will raise $1.4 billion to propel Kansas State University toward becoming a top 50 public research university by 2025. As a member of this elite group, K-State will be a powerful driver for growth and development by generating new knowledge and producing graduates who impact Kansas, the nation and the world. Philanthropic support from loyal alumni and friends, who share a passion to see K-State advance, will be crucial to achieving the K-State 2025 vision.