UNIVERSITY OF GEORGIA
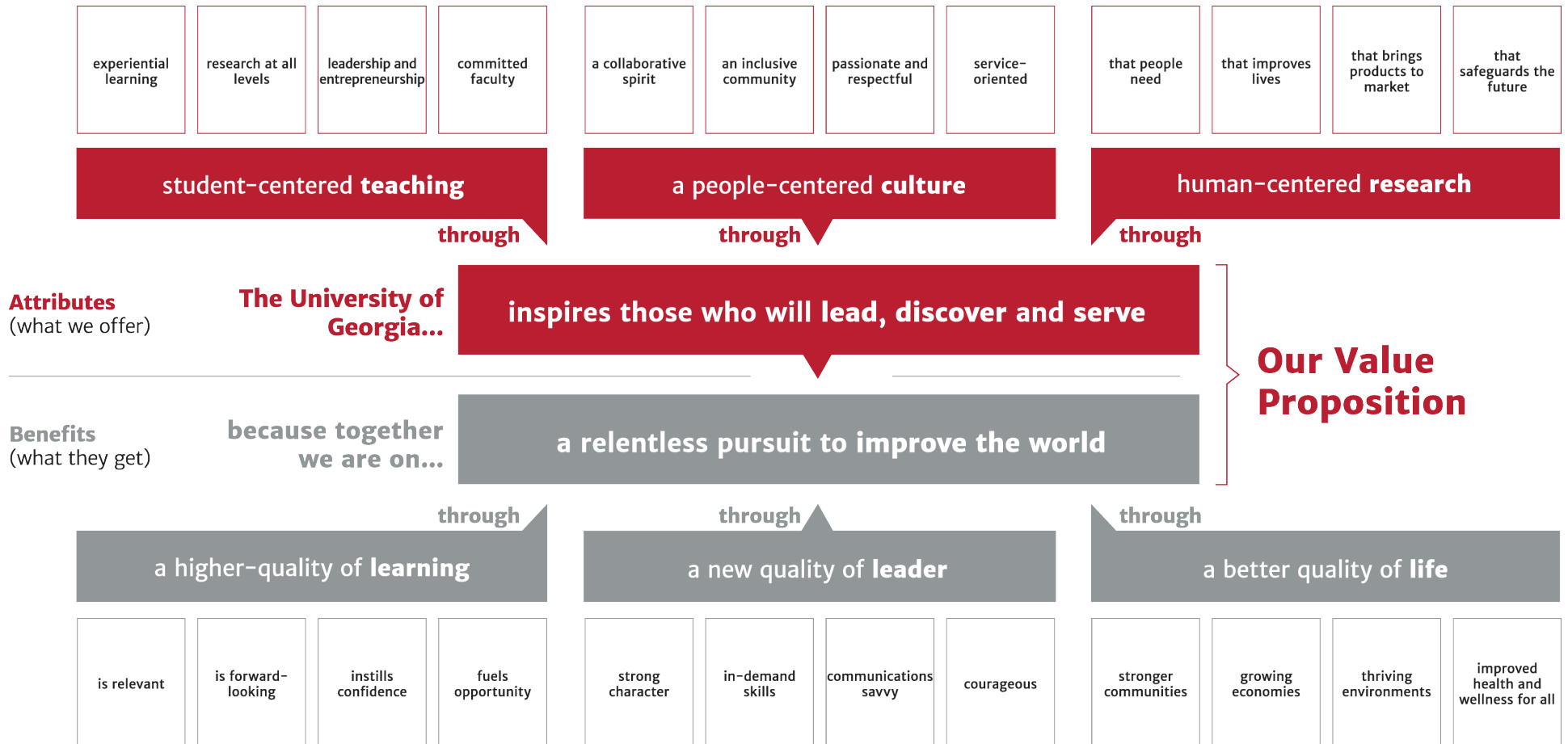### Development & Alumni Relations
1785

INSTITUTIONAL MESSAGING MAP

Our institutional messaging map organizes key messages into a hierarchy to ensure that overall UGA communications are clear, consistent and compelling. The messaging map serves as a guide for what we say. The top-level attributes include what we offer to our audiences, while the lower level includes the benefits they receive through UGA.

experiential learning	research at all levels	leadership and entrepreneurship	committed faculty		a collaborative spirit	an inclusive community	passionate and respectful	service-oriented		that people need	that improves lives	that brings products to market	that safeguards the future

student-centered teaching **a people-centered culture** **human-centered research**

through   through   through

Attributes (what we offer)

The University of Georgia... **inspires those who will lead, discover and serve**

Our Value Proposition

Benefits (what they get)

because together we are on... **a relentless pursuit to improve the world**

through   through   through

a higher-quality of learning **a new quality of leader** **a better quality of life**

is relevant	is forward-looking	instills confidence	fuels opportunity		strong character	in-demand skills	communications savvy	courageous		stronger communities	growing economies	thriving environments	improved health and wellness for all

DEVELOPMENT MESSAGING MAP

Our development messaging map connects UGA's development priorities to the benefits our audiences receive through UGA. This framework is organized by *Input* (what we invest), *Output* (what we produce) and *Outcome* (the impact we make) through fundraising support.

FUNDRAISING MESSAGING MAP	A Higher-Quality of Learning **INPUT**	A New Quality of Leader **OUTPUT**	A Better Quality of Life **OUTCOME**
Removing Barriers and Opening Doors • Need-based scholarship • Merit-based scholarship • Student well-being	Give more students access to UGA's unparalleled learning environment.	A student who gains access to UGA through scholarship support becomes a leader with a broad perspective who is committed to his or her community and state.	**Micro**: That student may secure an otherwise unattainable job. **Macro**: S/he may change the world by curing a disease, inventing a revolutionary product, or starting a business.
Enhancing the Learning Environment • Experiential learning • Faculty support • Facilities	Improve the learning environment and help UGA reach new levels of greatness by: • Supporting experiential learning opportunities. • Creating more opportunities for faculty-student interaction. • Building top-notch facilities.	UGA students become inspired leaders because of the mentorship and real-world experience they gain at UGA.	**Micro**: UGA students are prepared for their futures and comfortable in their chosen endeavors. **Macro**: Governments, communities, businesses, and other fields benefit from the direct influence of UGA alumni.
Solving Grand Challenges • Faculty support (endowed chairs & professorships) • Research support • Service support • Facilities	Foster a learning environment and research enterprise that solves some of the biggest issues we face as a state, nation, and global community.	UGA research informs leaders in business, politics, etc., who in turn, effect change in the world.	**Micro**: UGA students gain confidence, problem-solving skills, and experience tackling real-world issues. **Macro**: Diseases are eradicated. Food supply issues are subsided. The water and land in our state are cleaner, etc.