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.

**Attributes** (what we offer)
- 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

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

**Benefits** (what they get)
- because together we are on a relentless pursuit to improve the world
- a higher-quality of learning
  - is relevant
  - is forward-looking
  - instills confidence
  - fuels opportunity
- a new quality of leader
  - strong character
  - in-demand skills
  - communications savvy
  - courageous
- a better quality of life
  - stronger communities
  - growing economies
  - thriving environments
  - improved health and wellness for all

**Our Value Proposition**
**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.

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