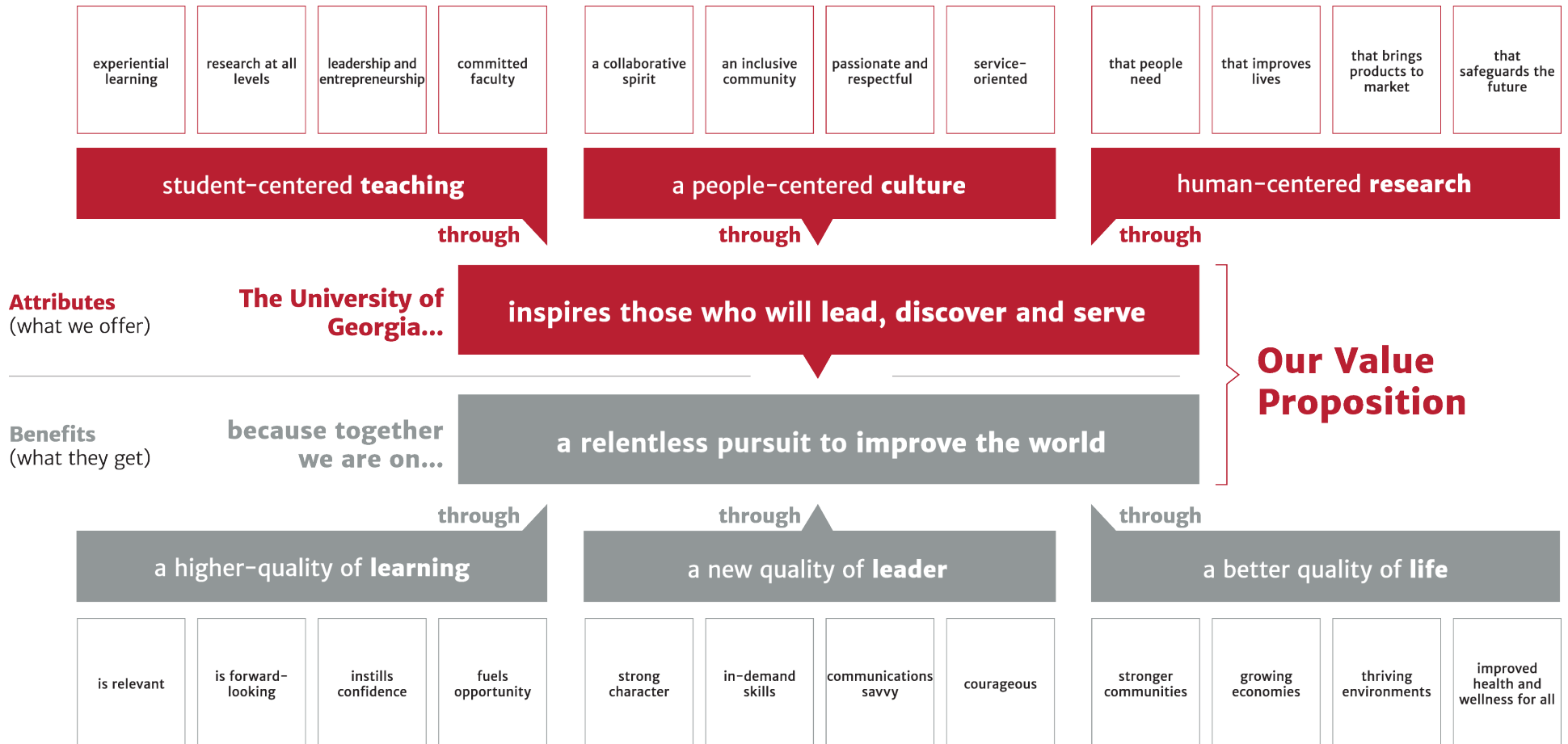


## INSTITUTIONAL MESSAGING MAP

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.



## 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.

<b>FUNDRAISING MESSAGING MAP</b>	<b>A Higher-Quality of Learning</b>	<b>A New Quality of Leader</b>	<b>A Better Quality of Life</b>
	<b>INPUT</b>	<b>OUTPUT</b>	<b>OUTCOME</b>
<p><b>Increase Access to Opportunities</b></p> <ul style="list-style-type: none"> <li>• Need-based scholarship</li> <li>• Rural student support</li> </ul>	<p>Give more students access to UGA’s unparalleled learning environment.</p>	<p>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.</p>	<p><b>Micro:</b> That student may secure an otherwise unattainable job.</p> <p><b>Macro:</b> S/he may change the world by curing a disease, inventing a revolutionary product, or starting a business.</p>
<p><b>Strengthen the Student Experience</b></p> <ul style="list-style-type: none"> <li>• Experiential learning scholarships</li> <li>• Faculty support</li> <li>• Facilities &amp; active learning spaces</li> <li>• Student wellness</li> </ul>	<p>Improve the learning environment and help UGA reach new levels of greatness by:</p> <ul style="list-style-type: none"> <li>• Supporting experiential learning opportunities.</li> <li>• Creating more opportunities for faculty-student interaction.</li> <li>• Building top-notch facilities.</li> </ul>	<p>UGA students become inspired leaders because of the mentorship and real-world experience they gain at UGA.</p>	<p><b>Micro:</b> UGA students are prepared for their futures and comfortable in their chosen endeavors.</p> <p><b>Macro:</b> Governments, communities, businesses, and other fields benefit from the direct influence of UGA alumni.</p>
<p><b>Improve Quality of Life</b></p> <ul style="list-style-type: none"> <li>• Faculty support (endowed chairs &amp; professorships)</li> <li>• Research support</li> <li>• Service support</li> <li>• Facilities</li> </ul>	<p>Foster a learning environment and research enterprise that solves some of the biggest issues we face as a state, nation, and global community.</p> <ul style="list-style-type: none"> <li>• Serving Georgia communities</li> <li>• Poultry Science Building</li> <li>• Parkinson's Chair &amp; Center for Brain Science</li> <li>• Innovation District</li> </ul>	<p>UGA research informs leaders in business, politics, etc., who in turn, effect change in the world.</p>	<p><b>Micro:</b> UGA students gain confidence, problem-solving skills, and experience tackling real-world issues.</p> <p><b>Macro:</b> Diseases are eradicated. Food supply issues are subsided. The water and land in our state are cleaner, etc.</p>