

Foundation Campaign Summary

Background

Currently, the University of Newcastle offers a number of scholarships that provide students the opportunity to achieve their goals. The University aims to extend their donor base locally, increase donations, provide privately funded scholarships, attract a larger number of high calibre students and increase the University's profile.

The aim of this communication strategy is to promote the importance of scholarships, how they benefit students, the donor and eventually the wider community.

Strategy

Marketing Objectives

- Increase awareness of scholarships and their importance/benefit to the community
- Attract and increase number of high quality students and improve the University's profile
- Increase donor base and number of donations towards scholarships

Target Audiences

- Individuals 18 years and over, residing in the Hunter Region
- Small, medium and large businesses operating in the Hunter Region
- Previous students of the University (Alumni)

Key Messages

1. The University of Newcastle attracts quality students from all over Australia and the world. The more high quality students attracted to the University of Newcastle through scholarships, the better the potential for learning and research, the greater the success of our graduates and the greater the benefit to the community.

2. Make a difference and become a scholarship donor

Call to action: Ph: 4921 7454
www.newcastle.edu.au/the-foundation

Implementation

Marketing Mix

- Press advertising
- Web – Homepage
- PR
 - radio interviews
 - media releases
 - testimonials from students who started mid-year last year
- Direct mail

Timing – April – May 2007

Evaluation

The success of the campaign will be measured by an increase in our donor base, and increase in scholarship funding and an increase of high-quality students choosing to attend the University of Newcastle.