

## Campaign Development

### Embry-Riddle Aeronautical University

#### IDEAS

World-renowned Embry-Riddle Aeronautical University (ERAU) holds a special place as the oldest, largest and most prestigious accredited university specializing in aviation and aerospace. With a history-making alumni that includes seven astronauts and a former United States congressman, ERAU recognized the need to capitalize upon its unique heritage in order to increase personal endowments and bequests.

#### WORK

To achieve this goal, evok created The Heritage Project – an ongoing effort to keep the university’s legacy alive through the collection and archiving of documents, photographs, oral histories, memorabilia and artifacts that tell the Embry-Riddle story.

By establishing the project and promoting it with an aggressive PR campaign that resulted in coverage in more than 60 magazines nationwide, evok helped the university identify its target market of graduates.

#### RESULTS

Through streamlining the message, introducing alumni to the program and informing them as to how they can participate in preserving Embry-Riddle history, evok provided the university with the ideal means for reaching its far-flung graduates. Embry-Riddle is now effectively positioned to approach its alumni for financial support to ensure subsequent generations the same exceptional quality of education and training. The result so far: a four-fold increase in the alumni list.



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