

# University of Maryland

PROJECT	Major Donor Promotional Campaigns
PROBLEM	The University of Maryland's major donor and alumni giving campaigns needed high-caliber, rapidly-produced promotional pieces to help the University reach annual giving goals. The poor economic environment for charitable giving - combined with state fiscal shortfalls and cutbacks - meant an effective campaign was more critical than ever before.
SOLUTION	Nine Yards Media worked with the University of Maryland to create targeted, attractive and compelling promotional products to encourage alumni and major donors to combat fiscal shortfalls by making sizeable financial contributions and endowments. For an annual benefit, Nine Yards Media produced a video and coordinated print products that reintroduced donors to UM's programs, successes, and goals for future growth.
COMPONENTS	DVD, Video, Email Campaign, Print, Design, Branding, Strategic Communications

