Athletics and national rankings are no longer the cornerstones for building public trust in higher education. So how do you gain the confidence of your students, alumni, and supporters? Consider an approach that’s built on what they care about most—your institution’s impact on the world.

Finding Your Impact Stories
Your impact stories are unique to your institution’s DNA. Finding them starts with looking at the different groups of individuals you engage with—your existing students, alumni, local community, and faculty and staff.

Using Your Impact Stories
Your stories should be used at every stage of the student lifecycle. They can be used to make an impact on a prospective student as they’re search for the right institution, an existing student as they’re working to reach their academic aspirations, and an engaged alum who wants to support their alma mater.

Drive Student Success: Analyze your success stories to identify trends that you can replicate.
Raise the Bar: Inspired students are eager to do more. Give them access to internships, research projects, and community involvement opportunities.
Strengthen Community: Spotlight student and alumni accomplishments in your campus communications, at events, and on your student portal.
Practice Stewardship: Show donors the impact of their donation by acknowledging their gift, tracking its outcome, and practicing compliance and transparency so they remain a loyal supporter.
Inspire Support: Articulate your mission impact in fundraising campaigns to inspire supporters to action.
Facilitate Connection: Grow your supporter base by empowering alumni and existing donors to be brand ambassadors and fundraise on your behalf.
Build Brand Affinity: Use your impact stories as the building blocks for your mission, values, and brand personality.
Ignite Aspirations: Inspire prospects to apply by giving them an individual to look up to or a mission they should want to be a part of.
Stand Out: Share your stories in key communication channels including digital marketing, at events, and in direct mail.

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