

Profiling Extraordinary Commitment

Carnegie Mellon University consistently ranks among the leading universities in the United States, driven by its reputation as a world-class research institution. To fund that research, the university turned its attention to the top of its giving pyramid, creating a society for donors who made philanthropic gifts of more than \$1

million. To solidify and grow its relationship with these influential funders, CMU called in Brady Communications to name, brand and help launch the program.

The centerpiece was an exclusive hard-bound book, with biographies that profiled each donor's history with the university. Given the status of the elite audience, it was essential that this book stand out. Rather than produce the obligatory photo book, our solution used fine-art

portraits created by artists who were students, alumni or teachers of the university.

The project engaged the donors, who communicated with the school's fundraisers during the process, thus opening the door for additional gifts. The finished book not only helped attract new members to the society but also provided an archival record of philanthropy at CMU.

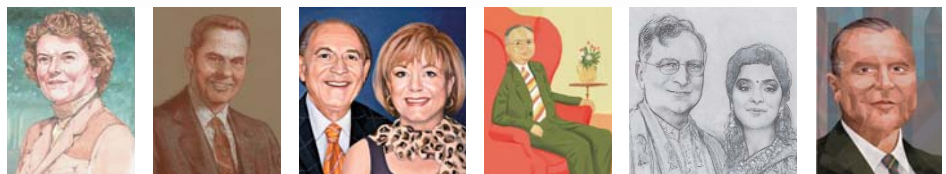


A Turnkey Solution

Brady Communications managed each step of the book publishing process, from coordination of the artists and design to production and printing. That allowed Carnegie Mellon's development staff to concentrate on strengthening their relationships with major donors.

A Variety of Portraits

By incorporating a number of artists with ties to CMU, the Highlands Circle Book achieved a diverse look that matched the depth and breadth of the contributions donors made to the university.



Special Delivery

For maximum impact, the donors received a stylish portfolio containing their portrait, information about the artist and a personalized letter from their contact at the university.



Choosing the Artist

Donors were able to select the artists who would create their fine-art portraits. These postcards introduced donors to the artists and their styles.

