CLARIFYING THE RELATIONSHIP WITH YOUR INTEGRATED MARKETING TEAMS

University Marketing, Alumni & Constituent Relations (ACR) and Advancement Communications work together towards a common goal — to create and strengthen positive connections with the University of Washington. However, each team prioritizes their work based on their general objective towards their primary audiences. During the course of their marketing functions, all three teams will likely address all audiences within both the donor continuum and the donor pyramid. Integration is the key for success — therefore all teams strive to stay connected on initiatives, efforts and planning in order to reduce duplication and maintain consistent, comprehensive and effective University-wide messages.

**UNIVERSITY MARKETING**

“INCREASE APPRECIATION”

Univ Mktg’s primary objective is to increase appreciation and support for the institution. They also maintain and uphold the University’s brand.

TARGET AUDIENCE: GENERAL PUBLIC, ELECTED OFFICIALS, COMMUNITY/BUSINESS, MEDIA, ALUMNI, FACULTY, STAFF, STUDENTS

QUESTIONS? CONTACT KEY NUTTALL
keyn@uw.edu

**ALUMNI & CONSTITUENT RELATIONS**

“CREATE ENGAGEMENT”

ACR’s primary objective is to generate positive interactions with the University that increase affinity to the institution.

TARGET AUDIENCE: ALUMNI, UWAA MEMBERS, FACULTY, STAFF, RETIREES, UW ADVOCATES, ALUMNI AND NON-ALUMNI DONORS

QUESTIONS? CONTACT PAUL RUCKER
prucker@uw.edu

**ADVANCEMENT COMMUNICATIONS**

“STRENGTHEN RELATIONSHIPS”

Adv Comm’s primary objective is to build and strengthen relationships that cultivate investments in the institution.

TARGET AUDIENCE: ANNUAL DONORS, MAJOR DONORS, HENRY SUZZALLO SOCIETY, PURPLE PEOPLE, VOLUNTEERS

QUESTIONS? CONTACT CHERYL NATIONS
cnations@uw.edu