



## UNIVERSITY CONSTITUENT ENGAGEMENT PLATFORMS

*Turnkey solutions to engage Alumni, Faculty, Investor, and Community Partner experiences*

CRAFT AND LUXURY SPIRITS TASTINGS SHAPED FOR UNIVERSITY ADVANCEMENT

### THE VALUE

The University ecosystem requires the development and maintenance of multiple constituent relationships. As the ability to maintain these relationships becomes increasingly complex, we invite you to consider Raise Your Spirits' engagement platforms ("Experience(s)") as turnkey alternatives to the traditional options. These Experiences not only streamline execution and timing for your internal staff, but they are also a tool to engage with key stakeholders in a way that supports and enhances key relationships and enhances your university/college brand.



### THE EXPERIENCES

Every Experience is both **socially and intellectually engaging**. At the core of every tasting experience is an integrated dialogue about the school, a specific program or University strategy, or any number of desired subject matters. Each spirit expression is not only paired with the food served, but also "paired" with your intended messaging or discussion topic.

### THE BENEFITS

If your constituent engagement strategy currently includes dinners and receptions, golf outings, lecture series, or workshops for multiple dates or multiple cities/venues, we invite you to consider Raise Your Spirits' Experience(s) as turnkey alternatives to these commonly used approaches. These Experiences are a proven mechanism to:

- **Increase attendance** at Alumni engagement activities
- Bring a **new perspective** to Board, Executive and Staff strategic planning and social gatherings
- **Engage** existing and soon-to-be Alumni in a new and creative way
- Increase **new donor prospect** follow-ups and conversions
- Make every interaction **memorable**
- **Bring your brand to life** for key investors



## THE SERVICES

- \* Research and understand the University mission and program offerings in order to align Experience with your programmatic mission
- \* Work with your alumni affairs, institutional advancement, and executive planning team to coordinate the flow of your desired engagements and develop Experience content
- \* Design experiences for each alumni group/program area
- \* Experiences planned, developed and executed **across North America**
- \* **Locate and coordinate** Experience venues (on request)
- \* One price for full campaign
- \* Selection and supply of spirits on your behalf to facilitate the Experiences
- \* Align and coordinate with University subject matter experts to facilitate the Experiences
- \* Align and coordinate with Chefs to facilitate unique culinary
- \* Debrief with your team and RYS staff after each Experience for constant process improvement
- \* Create a follow up correspondence for you to use with Alumni that supports donor management

**CONTACT US TODAY TO BEGIN YOUR EXPERIENCE**

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