Greetings,

President Ángel Cabrera recently announced the launch of Transforming   
Tomorrow: The Campaign for Georgia Tech, a comprehensive campaign to advance the Institute and help us achieve the goals articulated in the strategic plan.

Institute Communications has partnered with the Office of Development to create a narrative framework and communications resources in support of the campaign. We will not be sending messages to college advisory boards regarding the campaign, as we feel this will be better received from unit leadership. Given this, we wanted to share some general guidance on what a message could look like:

[Salutation],

President Ángel Cabrera recently announced the launch of Transforming Tomorrow: The Campaign for Georgia Tech, a comprehensive campaign to advance the Institute and help us achieve the goals articulated in the strategic plan.

Over the next five years, with the support of alumni, parents, friends, corporations, and foundations, Georgia Tech can secure the resources that will advance the Institute and its impact — on people’s lives, on the way we work together to create innovative solutions, and on our world — for decades to come.

The campaign will focus on four themes: *transforming lives*, *transforming ideas*, *transforming learning*, and *transforming our community and our world*.

Transforming Tomorrow will enable Georgia Tech to offer financial support to attract the brightest talent from every background and stage of life, promote innovation and entrepreneurship, support research breakthroughs and the faculty and facilities that make them possible, foster personal growth and well-being, and enhance the work that improves lives and livelihoods here in Georgia and across the globe.

We hope you will take a moment to [read the president’s message](https://development.gatech.edu/transformingtomorrow) and learn more about the campaign, including the uniquely Georgia Tech fundraising goal.

We encourage you to modify the messaging to suit your indvidual unit’s priorities and targeted audiences while retaining the focus on the four themes. You may also want to:

* Share a message from unit leadership to internal audiences on what the campaign means to them and your unit (building off of the core themes).
* Send a launch message to your advisory board and other key external audiences.
* Link to the campaign microsite via your website or social media (if appropriate).

Thank you for your partnership in this effort. Please contact Brett Boatright at [brett.boatright@gatech.edu](mailto:brett.boatright@gatech.edu) or 404.894.8689 if you have any questions.