

Telling the Story of

Transforming Tomorrow: The Campaign for Georgia Tech

Institute Communications has partnered with the Office of Development to create a narrative framework and communications resources in support of *Transforming Tomorrow: The Campaign for Georgia Tech*, a comprehensive campaign designed to advance the Institute and help achieve the goals articulated in the strategic plan.

Below, you will find boilerplate copy to promote the campaign from your unit. When relevant, this copy should be customized and included in communications materials such as press releases, feature stories, news articles, signage, event programming, and ticketing.

If you have any questions about the language below or would like guidance on usage, please contact Anne Stanford at anne.stanford@dev.gatech.edu.

Long Version

- A. *The (insert specifics) were made possible by contributions to **Transforming Tomorrow: The Campaign for Georgia Tech**. Thanks to the support of alumni and friends, this comprehensive campaign is bringing unparalleled advancements to the Institute and building a foundation to support our students, advance our research and innovation, enhance our campus and our community, and expand our impact at home and around the world. To learn more and support the campaign, visit transformingtomorrow.gatech.edu.*
- B. *The (insert specifics) mentioned above were made possible through donations to **Transforming Tomorrow: The Campaign for Georgia Tech**, a more than \$2 billion comprehensive campaign designed to secure 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. Learn more about philanthropy at Georgia Tech by visiting transformingtomorrow.gatech.edu.*

Short Version

- A. *The (insert specifics) mentioned above were made possible through donations to [Transforming Tomorrow: The Campaign for Georgia Tech](#).*
- B. *The (insert specifics) mentioned above were made possible through philanthropy.*

For event announcements and flyers:

- A. *Events like this are made possible thanks to donors to **Transforming Tomorrow: The Campaign for Georgia Tech**. Learn more about the campaign and how you can contribute at transformingtomorrow.gatech.edu.*
- B. *Events like this are made possible by philanthropy.*
- C. *Today/tonight's BLANK was brought to you by philanthropy.*

To include on tickets to events:

- A. *This event was generously supported by **Transforming Tomorrow: The Campaign for Georgia Tech**: transformingtomorrow.gatech.edu.*
- B. *This event was generously supported by philanthropy.*
- C. *Today/tonight's BLANK was brought to you by philanthropy.*

For footer on signage:

- A. *Programs, concerts, ceremonies, exhibits, and other Georgia Tech events are made possible thanks to donors to **Transforming Tomorrow: The Campaign for Georgia Tech**: transformingtomorrow.gatech.edu.*
- B. *Programs, concerts, ceremonies, exhibits, and other Georgia Tech events are made possible by philanthropy.*

General statement to be included at the end of press release referencing *Transforming Tomorrow* philanthropy, pillar, or funding priorities:

Transforming Tomorrow: [The Campaign for Georgia Tech](#) *is the Institute's most ambitious comprehensive fundraising campaign, with a goal of \$2B + to 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.*