

# THE FUND FOR PRATT CAMPAIGN

## CHALLENGES

- Large pool of non-donors (<90%)
- Fundraising messaging, in disposable collateral, can be read as an invoice rather than an investment
- Pratt Institute's influence lacks impact when summarized as slogans or in short-form

## ACQUISITION STRATEGY: KNOWLEDGE EXCHANGE

- Graduates want/miss their schooling
- Content needs to slow down our audience and draw them in.
- Therefore, we approach people's minds
  - Move away from statistics and money-talk when targeting non-donors
    - That language is uninviting and not relatable, especially to indebted artists/designers
  - Show the impact a Pratt education has on the *world*, not exclusively on Pratt's campus
    - "Transform Pratt" can be confused with facility upgrades
  - Tone: Artist/Designers talking to Artists/Designers; not an institutional voice
- Our new messaging will be about disseminating a Pratt education and critiquing global issues.
  - We frame this as: *A [or Your] Pratt education doesn't end on graduation day—it continues for a lifetime*

## RETENTION STRATEGY: DIRECT MESSAGING

- Current donors (>10%) are already responding to our direct messaging campaigns
- We are proposing that we segment the content—as direct and indirect messaging—based on audiences. All audiences will receive the indirect (“knowledge exchange”) campaign, but the Leadership Society and current donors will receive supplementary direct messaging content.
- Branding-wise, the materials will feel cohesive within the “knowledge exchange” documents

## **IMPACT: A NEW FUNDRAISING APPROACH**

- Engages new donors' (<90%) will to inquire**
- Playing the long-game by building a platform and voice for Pratt Institute that our audience is excited to receive; proud to share with friends, family, and colleagues; and leading to monetary support.**
- This approach and concept to fundraising would be progressive for higher education institutions, supporting Pratt's desire to position itself as forward-thinking.**

POSTCARDS

6 × 9" postcards will be mailed to our audience periodically. These postcards will contain essays, interviews, speculative proposals, manifestos, instructional art, and other academic content or research provided by Pratt alumni, faculty, and students.

Because art and design are generalist disciplines, subjects would explore feminist theory, queer theory, literary theory, social theory, economic theory, etc. in addition to art and design theory.

We can also explore paper USB mailings that contain digital assets such as apps, podcasts, experimental ZIP/folder-based publications, and any other digital formats that some artists may be exploring.

Art/Design  
criticism essay  
or speculative  
proposal





Tobias Hentzer  
Dausgaard:  
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Luc Tuymans: Aximporemodi que  
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NARROW LINE

Luc Tuymans / Interview by  
Tobias Hentzer Dausgaard  
October, 2017

FTP.17.02

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Interview



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Pratt

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PRATT EDUCATION ==  
www.pratt.edu/give

PRATT INSTITUTE  
THE FUND FOR PRATT  
200 WILLOUGHBY AVENUE  
BROOKLYN, NY 11205

1— This is a call to  
action

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UTOPIA IS NOW





FTP.17.03

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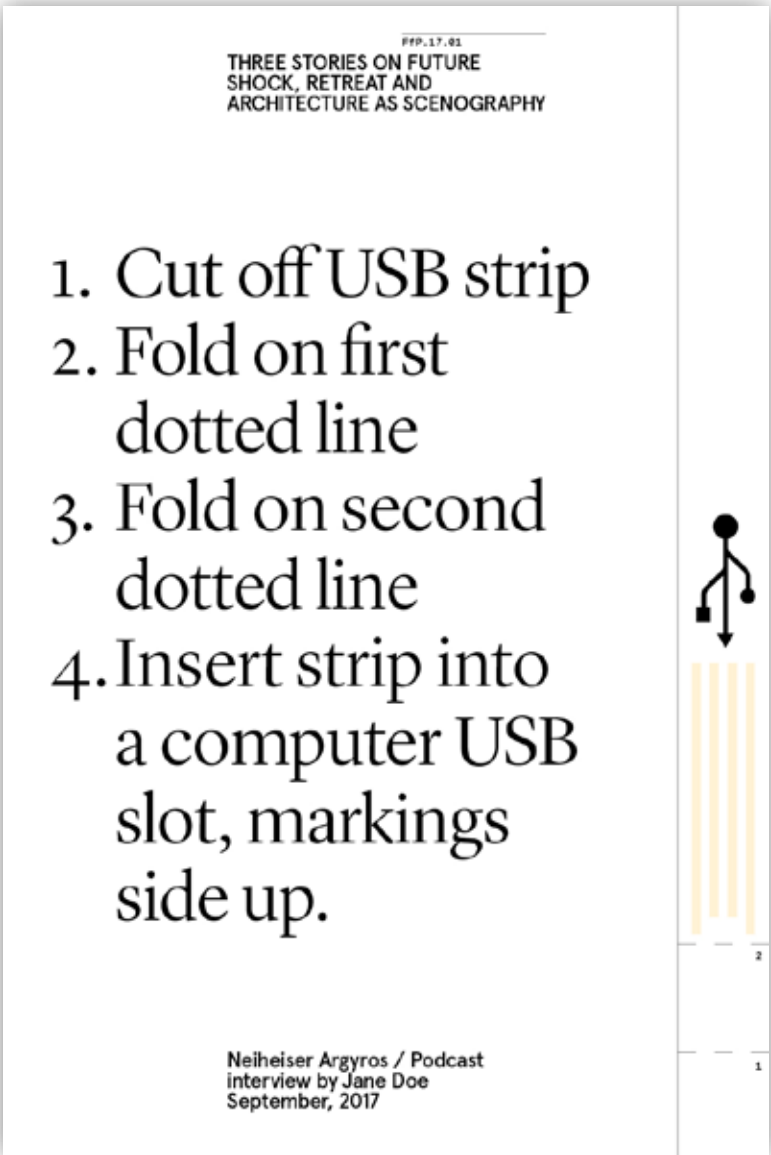
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Stamatia Dimitrakopoulos  
November, 2017

Manifesto or  
Instructional Art

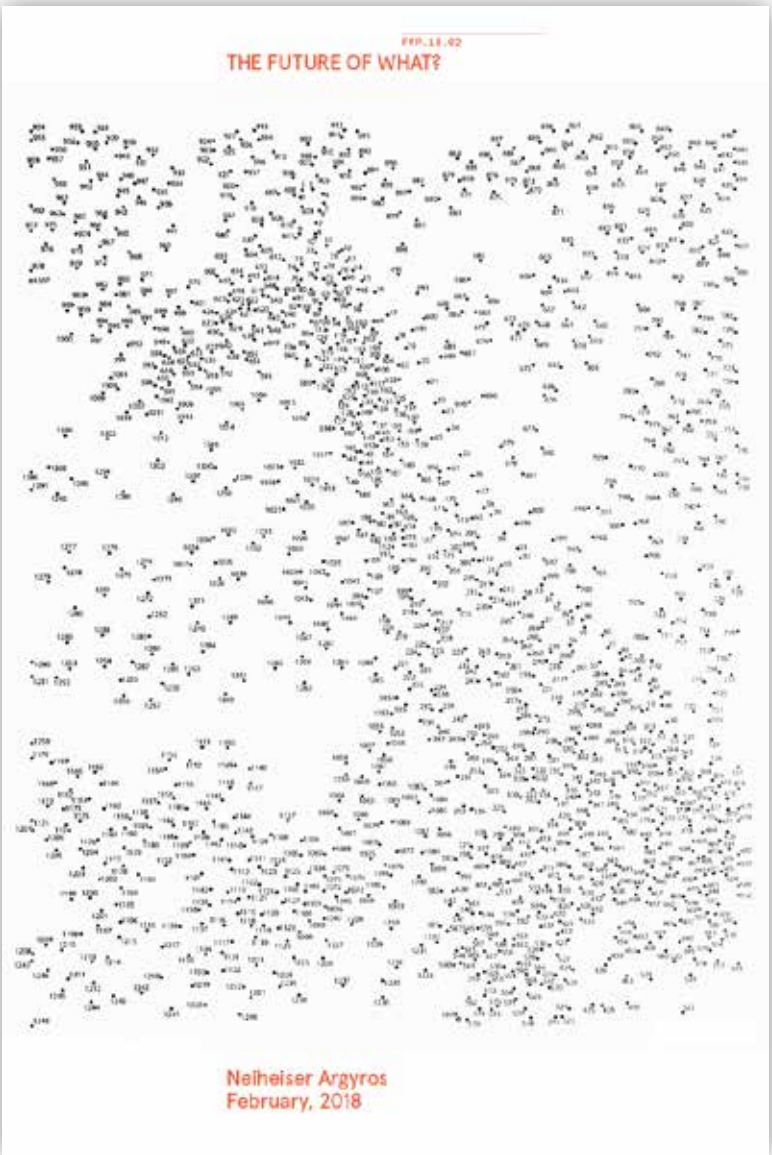




USB postcard with digital media



Concrete Poetry



Instructional Art



Instructional Art / Feminist Theory



EMAILS

Two unique emails, with substantial content, will be occasionally sent, being mindful of spamming. (Quality over quantity.) While the postcards feature individual works or studies, the emails focus exclusively on a person’s process or research.

One of the two emails will be student profiles (and possibly faculty profiles) presented as a transcript of the interview. The second email would highlight the artist/author/designer from the postcard mailing, also as a transcript of an interview.



FFP.17.01

Jashawn Richardson  
B.Arch. '18

Student Profile // September 2017

Pratt Institute: *Acilit autaque cus atemolupit la im quam laut perovid qui te sinis ut ataspicie pel iliquibusam quae volore eruptas ea conse minus rendit volectiatur apera quas et et veruntoMusam que de el iduciis alis sequate distio. Itam dolest raturem quatur maximilique doluptat.*

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Jashawn Richardson, *Utopia Is Now*, 2017, photograph.

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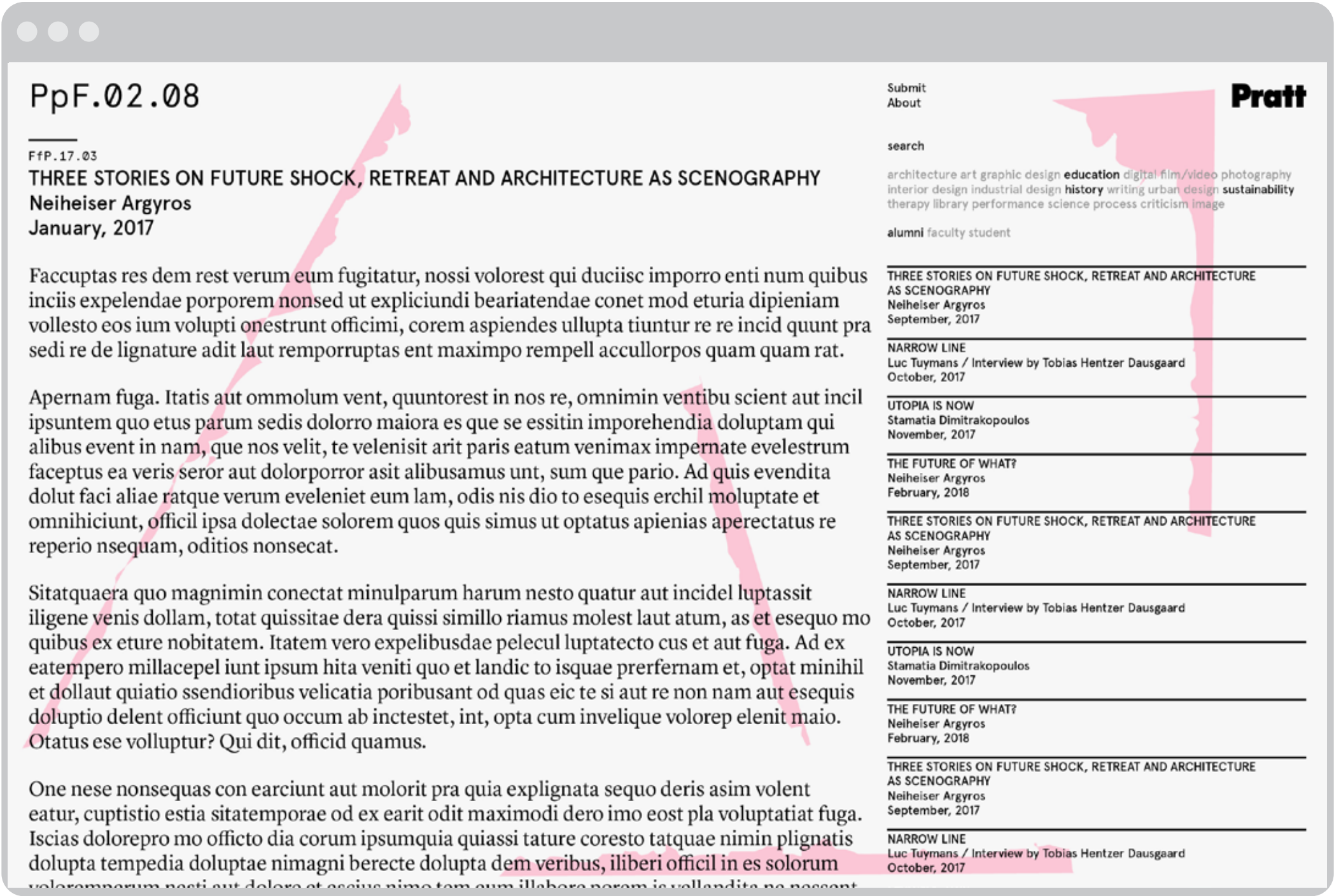
KNOWLEDGE EXCHANGE WEBSITE

A website would be made to collect or expand upon the postcard content (e.g., a postcard would only contain an abstract or excerpt of an essay, and recipients would be directed to the archive that would contain the full essay), as well as the email transcripts.

The website will contain filters/tagging system to find content based on disciplines; medium; whether a student, faculty, or alumni created it; etc.

Students, faculty, and alumni would be able to submit content they think is relevant, therefore making our audience feel like this site its their (not Pratt’s) resource. (These submissions would need to be reviewed—again, quality over quantity.)

Creative Services would have the ability to add graphic elements to works featured on postcard mailings.





PpF.02.08

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Submit  
About

Pratt

search

architecture art graphic design education digital film/video photography interior design industrial design history writing urban design sustainability therapy library performance science process criticism image

alumni faculty student

THREE STORIES ON FUTURE SHOCK, RETREAT AND ARCHITECTURE  
AS SCENOGRAPHY  
Neiheiser Argyros  
September, 2017

NARROW LINE  
Luc Tuymans / Interview by Tobias Hentzer Dausgaard  
October, 2017

UTOPIA IS NOW  
Stamatia Dimitrakopoulos  
November, 2017

THE FUTURE OF WHAT?  
Neiheiser Argyros  
February, 2018

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PpF.10.24

FfP.17.10

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Neiheiser Argyros

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Neiheiser Argyros

September, 2017

NARROW LINE

Luc Tuymans / Interview by Tobias Hentzer Dausgaard

October, 2017

▶

4:18 / 30:26

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PpF.10.24

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Pratt

FfP.00.00

search

architecture art graphic design education digital film/video photography interior design industrial design history writing urban design sustainability therapy library performance science process criticism

alumni faculty student

THE FUND FOR PRATT—A LETTER FROM THE EDITORS

Art and design are not exclusively defined professions or disciplines—practitioners, critics, and the general public have different definitions and principles when describing art and design. Although art and design may be produced by individuals, it’s subsistence relies on communal pursuits. What the Fund for Pratt hopes to do is collect arguments, concepts, and proposals—that originally stem from Pratt Institute’s curriculum over its many years of existence—and disseminate them to many different generations of Pratt graduates and geographic regions in the hopes that those communities will inquire, critique, and start a dialogue with those around them. From this, we can begin to understand one another through artistic expressions and design problems, and therefore create a more inclusive and hopeful future.

Every month, we distribute works—essays, speculative proposals, concrete poetry, manifestos, and much more—created by Pratt’s alumni, faculty, and students to our 60,000+ Pratt network. A Pratt education does not end on graduation day—it’s for a lifetime. The Fund for Pratt’s F f P documents and PpF archive are a testament to that belief.

If you are not currently receiving F f P installments, or you’re not a part of the Pratt community and would like to receive updates, please submit your email address below.

Email Address

Are you associated with Pratt Institute? ☐Faculty ☒Alumni ☐Student ☐No, I am not

Submit

The Fund for Pratt invests in the thinking and works that the F f P showcases. Please consider donating to help keep Pratt Institute at the forefront of transforming the world and it’s many questions. Donations can be submitted [here](#).

A note about our identity: The Fund for Pratt is under the guise of F f P as a publication or platform. FfP brands all individual documents. PpF—the website you are currently on—is the



PpF.10.24

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September, 2017

NARROW LINE  
Luc Tuymans / Interview by Tobias Hentzer Dausgaard  
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progress bar extends as you read document

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Search/filter/archive always present on every page

-Search

-Subject tags/filter

-Author tags/filter

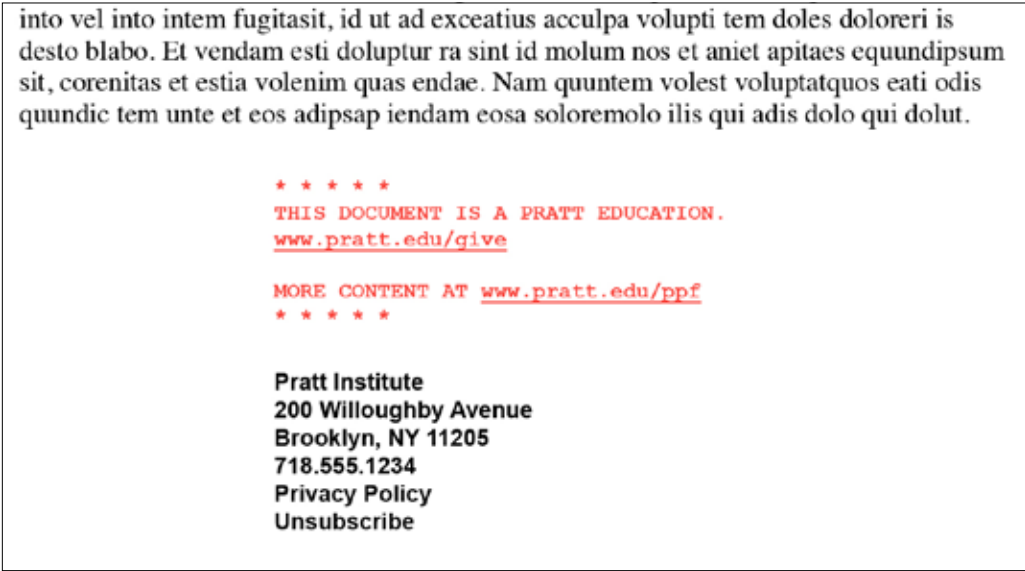
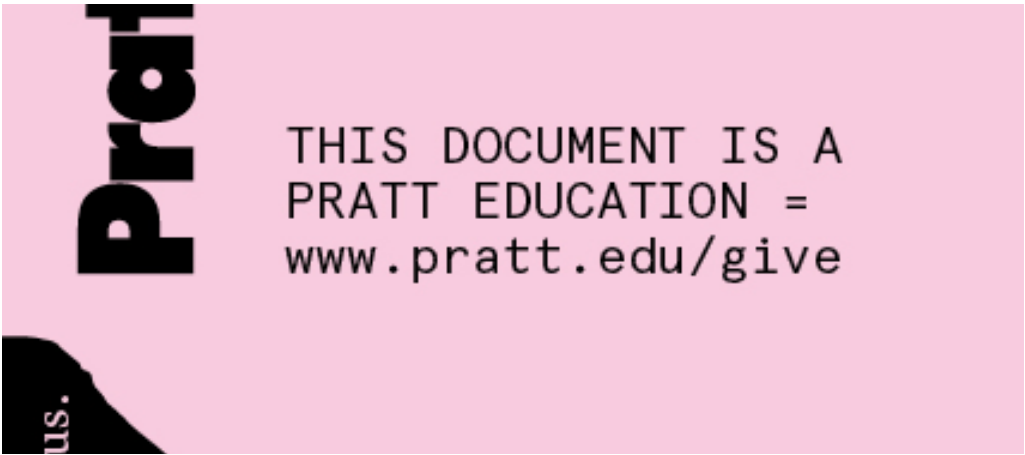
search results/  
relevant documents

BRANDING

The Fund for Pratt will also be under the guise of it’s own custom branding, conveying itself as a publication promoting knowledge exchange. This approach makes all collateral feel substantial and worth preserving or collecting while also cementing *The Fund for Pratt as a producer* within the Institute.

Individual collateral will be branded as FfP.00.00 (Fund for Pratt, year/volume, month/issue). Individual collateral will also be labeled as a “document of a Pratt education.”

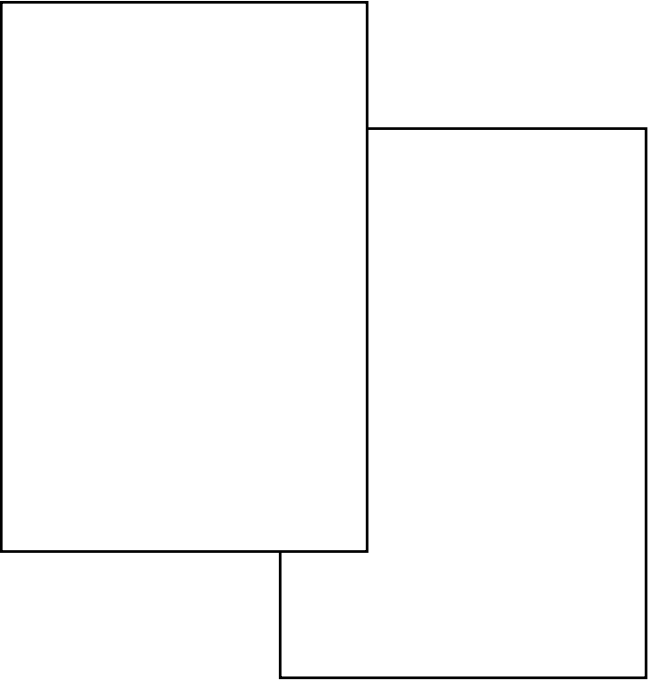
The overall archive will be branded as PpF.00.00 (F and P swapped from FfP of the individual collateral—also an abbreviation for “Past Present Future” to represent the content of an archive—followed by the month and day of the present date).



“A Pratt education doesn’t end on graduation day—it continues for a lifetime”

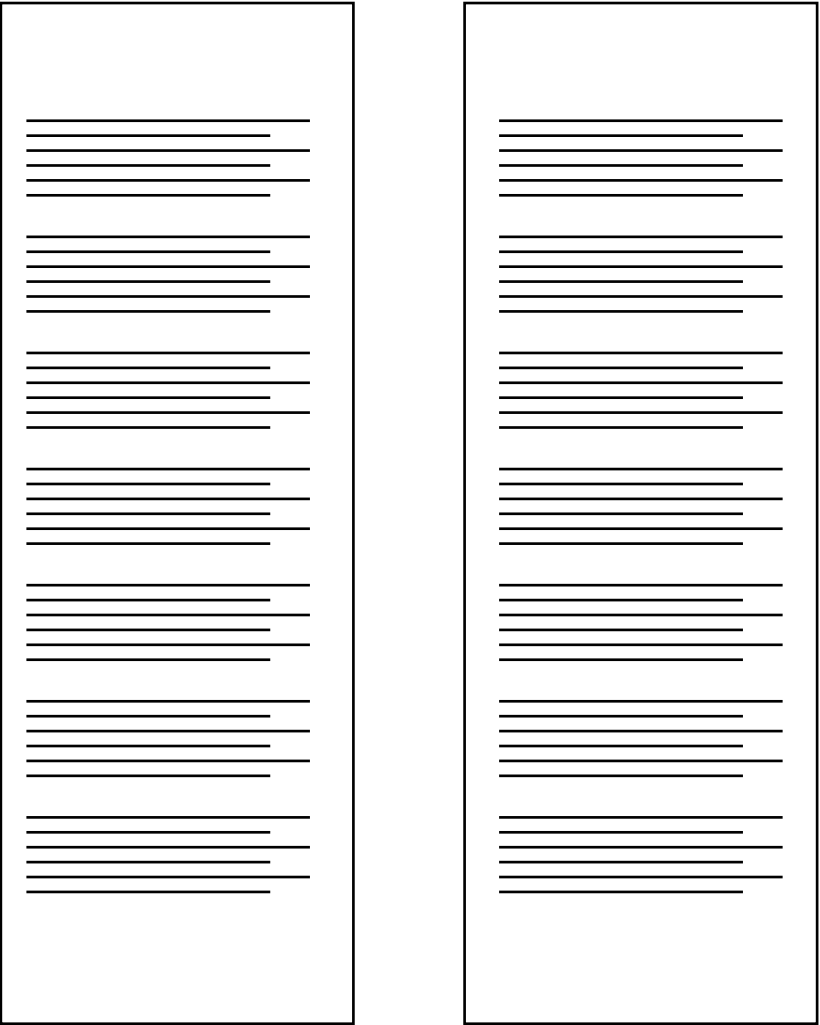
POSTCARDS

- always changing
- COMPARABLE TO:
- feature articles of a magazine
  - artwork in an exhibition



EMAILS

- always consistent in layout/content
- COMPARABLE TO:
- department articles of a magazine
  - exhibition catalog about artist



WEBSITE

- combines everything in one place
- COMPARABLE TO:
- the binding of a magazine/book
  - a gallery/exhibition space









PARENTS

Parents will get their own specific content: real Pratt Institute class assignments broken down as a brief and detailing the learning objectives. This helps parents understand the critical thinking within art and design education, going beyond the cliché attributes of color and shapes. By seeing the progressive thinking and unique workings that happen in the classroom, parents would be inspired—regardless of their child’s discipline—to donate to the institution as a whole.

These can be distributed as either postcards with their own unique feel (funky borders) or as emails. For either format, a “p” would be added to the nomenclature on these documents (FfP.p.00.00).

FfP.p.18.04

FOUNDATION, WEEK 3: LIGHT, COLOR, DESIGN



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Jane Doe  
Associate Professor, Fine Arts  
April, 2018



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FfP.p.18.04

FOUNDATION, WEEK 1: LIGHT, COLOR, DESIGN

Jane Doe,  
Associate Professor,  
Fine Arts

Defining Art and Design // April 2018

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To play up the idea of “direct messaging,” current donor documents would use extra large typography and full bleed photography. Because these pieces are nonacademic, and deal with money, the nomenclature would change to FfP.Q1 (Fund for Pratt, and the quarter of the academic year) so that they are not seen as “documents of a Pratt education.”

