

Messaging Guidelines

An extraordinary story supports one or more Campaign priorities and inspires engagement. Campaign storytelling should follow the voice and tone of the brand:

We talk boldly about what we've already achieved. We explain how we continue to lead the pack. We communicate new ideas in terms everyone can understand. We choose practical, focused language that fits our research. We say what we mean, mean what we say and always match words with action.

Campaign Mantra

At NC State, our bold ambition leads us forward in solving the grand challenges of a complicated world. Our passion is matched with intellectual rigor, hard work, and a clear-eyed vision of a university that makes a difference. Like the generations that walked these bricks before us, we have the courage to think beyond boundaries and the power to do the extraordinary.

Campaign Priorities

- > Extraordinary Opportunity
- > Extraordinary Purpose
- > Extraordinary Places
- > Extraordinary Experience
- > Extraordinary Leadership

Extraordinary Opportunity

Our commitment is that every keen and curious mind has access to a superior education that transforms learning into contribution and hands-on experience into immediate and lasting results for a global society. Private support provides extraordinary opportunity for North Carolinians while helping us attract the best and brightest to our state.

- > *Funding areas within this priority: scholarships and fellowships, leadership programs, student success, career development and endowment*

Extraordinary Purpose

NC State unites the world's best faculty and researchers with government and industry partners to think and do the extraordinary. Our faculty create dynamic new approaches to teaching and learning, fuel industries and breakthroughs, and guide our students to impactful futures.

- > *Funding areas within this priority: professorships, research, academic innovation and endowment*

Extraordinary Places

On a foundation built brick by brick, NC State's physical footprint is as bold as our determined spirit. Our campus has emerged as a global model through transformative ideas and spaces such as Centennial Campus, Hunt Library, Talley Student Union and the dynamic renovation of our athletics facilities. Future infrastructure improvements and growth will ensure a physical environment that supports the endeavors of the next generations of thinkers and doers.

› *Funding areas within this priority: capital projects, facilities, bricks and mortar and endowment.*

Extraordinary Experience

Discovery and learning occurs across fields, disciplines and programs at NC State. By giving our students access to hands-on education, such as internships, study abroad and service learning; a world-class library; and thriving arts, social, athletics and cultural programs, we provide them with new perspectives that add even greater value to what they learn in the classroom.

› *Funding areas within this priority: athletics, arts, extension, libraries and endowment*

Extraordinary Leadership

NC State's long-standing commitment has been to serve its state and citizens through applied innovation that solves problems and fuels prosperity. Today's grand challenges that threaten our security, health, food systems, environment, energy and social well-being require a cross-disciplinary approach to solve. Leadership and vision provide the spark to continue this tradition.

› *Funding areas within this priority: unrestricted support, operating funds to support a variety of projects and address areas of critical need*