WHAT YOU CARE ABOUT CAN CHANGE THE WORLD
AGENDA

> WELCOME & INTRODUCTIONS
> BRAND MATTERS
> STORYTELLING TIPS FROM THE PROS
> BRAND VICTORY LAP
> WRAP UP & UPCOMING MEETINGS
UW VISION

To be the greatest public university in the world as measured by IMPACT.
UW BRAND PYRAMID

TOGETHER UNDAUNTED FOR A WORLD OF GOOD

AMBITION
COURAGE
COMPASSION

ENVIRONMENT OF OPPORTUNITY
ABILITY TO BE NIMBLE

PASSION FOR DISCOVERY
EXPANSIVE THINKING

LEADING-EDGE STUDENT EXPERIENCE
BOUNDLESS OPPORTUNITY
EXTENSIVE NETWORK
ACADEMIC EXCELLENCE
SOCIAL EMPOWERMENT & LEADERSHIP DEVELOPMENT

DRIVING THE PUBLIC GOOD
COMMUNITY ENGAGEMENT AND COLLABORATION
BELIEF IN HUMAN POTENTIAL
INCLUSION/SOCIAL EQUITY

PROVEN IMPACT
RESEARCH LEADERSHIP
GLOBAL REACH/INFLUENCE
IDEA TO IMPACT

INNOVATION MINDSET
SHARED ETHOS
ENTREPRENEURSHIP
INTERNATIONAL EPICENTER

WHY/HOW

FUNCTIONAL BENEFITS

BRAND PROMISE

EMOTIONAL BENEFITS
PROGRESSIVE RELATIONSHIPS

- Development
- Communication and Marketing
- Alumni Relations
- Admissions and Student Recruitment

- Leadership/Lifetime Gifts
- Institutional Ownership
- Volunteer Leadership
- Retention and Graduation

- Major Gifts/Volunteerism
- Institutional Pride
- Volunteer Project Management/Advocacy
- Enrollment

- Leadership Annual Fund Gifts
- Institutional Appreciation
- Involvement and Membership
- Application

- Annual Fund Gift Support
- Institutional Awareness
- Attendance/Engagement
- Consideration
STORYTELLING TIPS FROM THE PROS

VICTOR BALTA
SENIOR DIRECTOR FOR MEDIA RELATIONS /
UNIVERSITY SPOKESPERSON, UMAC
STORYTELLING PANEL

> Allison Sundell, Digital Content and Social Media Producer at KING 5

> Craig Welch, Environmental Reporter for National Geographic

> Florangela Davila, Managing Editor at Crosscut

> Jenny Asarnow, Producer at KUOW and Manager of “RadioActive”
Voices of Authority Regain Credibility
Percent who rate each spokesperson as very/extremely credible, and change 2017-2018

www.edelman.com/trust-barometer
BRAND VICTORY LAP

ALANYA CANNON
DIRECTOR OF BRAND MANAGEMENT, UMAC
STATE LEGISLATIVE AGENDA

FOR WASHINGTON, FOR THE WORLD

UNIVERSITY OF WASHINGTON SCHOOL OF NURSING

2018 PRIORITIES FOR STATE SUPPORT:

Simulation education
- Provides safe, supportive learning environment
- Ensures students gain practical experience

Public health
- Reduces social and health inequities
- Ensures our state can respond to emerging threats and keep our growing population safe

Mental health nurse access
- Reduces shortage of mental health providers and improves population health
- Provides rapid, more effective diagnosis and treatment to mental health crises

Nursing doctoral education
- Prepares students to become nursing faculty and teach the next generation
- Helps alleviate the statewide nursing shortage
YOU MAKE US BETTER
WE'RE SHORTENING THE DISTANCE TO HEALTHIER LIVES AND YOU CAN HELP.
ACCELERATE THE CAMPAIGN FOR UW MEDICINE
GENEROSITY:
THE BEST INVESTMENT
YOU'LL EVER MAKE.

Our spouses and children and siblings; our family members are the most important people in our lives. We want to make sure that they're secure and well-cared for for years to come.

Through a charitable gift annuity (CGA), UW Medicine staff can help you prepare for their future — and, at the same time, you can help us make medicine better. When you create a CGA, the people you care about will receive income for the rest of their lives.

And, eventually, UW Medicine will use the gift to support world-changing advances in research, education or patient care.

Your gift can do more than you can imagine.
And we're ready to help.

To learn more about charitable gift annuities or other planned gifts, please contact Mary Susan Wilson at 206.221.6172, msuwilson@uw.edu, or AccelerateMed.org/ways-to-give.

UW Medicine
University of Washington
Box 35945
Seattle, WA 98105-8855

GENEROSITY:
THE BEST INVESTMENT
YOU'LL EVER MAKE.

MORE THAN YOU CAN IMAGINE
LEAVING A LEGACY
WITH UW MEDICINE

NOTHING IN LIFE IS CERTAIN.
EXCEPT DEATH AND YOU-KNOW-WHAT.

MORE THAN YOU CAN IMAGINE

HELP US
SHORTEN THE DISTANCE TO
HEALTHIER LIVES.

MORE THAN
YOU CAN IMAGINE
LEAVING A LEGACY
WITH UW MEDICINE

'TIS BETTER TO GIVE
THAN TO RECEIVE.
(UNLESS YOU CAN DO BOTH AT ONCE.)
THE GAME CHANGER CAMPAIGN - TYEE EXPERIENCE - WAYS TO SUPPORT - YOUR IMPACT - BIG W CLUB - ABOUT - MY TYEE

TAX REFORM CHANGES FOR TYEE MEMBERS

LEARN MORE

MEMBER BENEFITS
HUSKY ENDOWMENTS
COMPETITIVE EDGE FUND
HUSKY REASIGN TICKETS
RENEW YOUR TYEE SEAT-RELATED GIFT
BIG W CLUB

2018 Husky Football Reallocation
It's time to select your 2018 seat locations

Building champions in competition, in the classroom and in life
Your generous support as a member of the UW Tyee Club provides our 650 student-athletes from 22 sports with a world-class University of Washington education and the opportunity to excel in athletic competition, in school and in life.
Thank you.

You make The Tyee Difference
Our magazine showcases how your support develops scholarly student-athletes and builds championship teams. Learn more.

Tax law changes for Tyee Club members
We want to make you aware of an important change in U.S. tax law as a result of the passage of the Tax Cuts and Jobs Act, which went into effect January 1, 2018. Learn more.

Premium Seating in Husky Stadium
To learn more about the Don James Center, Club Husky, Touchdown Terrace and Premium Luxury and Suite Suites, visit GoHuskies.com
The Tyee Difference: Winter 2018

OUR PROMISE FOR THE COMING YEAR:
WE'LL ALWAYS MAKE YOU PROUD

In 2018, we renewed our pledge to provide a60th anniversary magazine that is not only current but also informative and engaging. We believe that our readers deserve a publication that is not only informative but also inspiring. Our mission is to provide a platform where you can connect with the University of Washington and its community.

At UW, we are committed to providing a platform where you can connect with the University of Washington and its community. Our mission is to provide a publication that is not only informative but also inspiring. We believe that our readers deserve a magazine that is not only current but also informative and engaging.

In this issue, we have put together a collection of articles that cover a wide range of topics, from sports and entertainment to politics and culture. We hope that you will find something that interests you and that you will enjoy reading.

ENGAGE WITH THE TYEE CLUB ON OUR NEW WEBSITE!

The Tyee Difference

HONORING THE DAWG FATHER

Quick Links

Connect with Us

Donate

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LIVE WHERE YOU CAN THRIVE
Opportunities to connect and create community are boundless when you live on campus.

EXPERIENCE WHERE YOU LIVE.
Learning doesn’t have to end in the classroom.

Residential Student Dining
Residents can enjoy more than 35 dining locations—including restaurants, cafes, food trucks, food courts, markets and a grocery store.

Student Dining Plans
Our student dining plans are flexible, convenient, easy to manage and a great value. Depending on where you live on campus, you may be required to have a dining plan. If you do, you will select your plan when you apply for housing.

To learn more about dining plans and to select the one that’s right for you, we’ve created the Residential Dining Guide. The guide is for students choosing to live in UH residence halls or apartments and includes how and where the dining plan works and the cost of different plans.

Special Dietary Needs
UW Dining provides many options in its venues for customers who choose to eat a vegetarian, vegan or gluten-sensitive diet. More importantly, we strive to ensure that residents with any special dietary needs are able to dine safely in our facilities. If you have any challenges navigating our menu offerings, or are in need of additional support, please schedule a dining consultation with our UW Dining Wellness Specialist, Joyce Krumgarten, at jjoyce@uw.edu or 206-543-6023.

Please note that having a special dietary need does not waive the dining account requirement for residence hall residents.

Dining Events
Throughout the year, we partner with student groups and departments to host events and educational dinners.
The UW has launched the most ambitious campaign in our history, one that will transform Washington and the world. Join more than 13,000 members of the President’s Club to become part of this momentous effort.

Donors who contribute $2,000 or more annually to any UW school, college, program, department or campus become members of the President’s Club. In addition, donors under the age of 35 can become President’s Club Young Leaders with gifts of $500 or $1,000. These loyal supporters want to make a difference at the UW—and they do, year after year.

The wonderful generosity of President’s Club members actively transforms the University of Washington. Our students and faculty are expanding their impact in fields ranging from medicine and art, to engineering and education, bolstered by the confidence and compassion you demonstrate through your contributions. On behalf of the University of Washington, thank you for your commitment to our community.

Anita Mari Cauce
President
Professor of psychology

Giving levels and benefits

Young President’s Club
- Age 35 and under: $500 & above
- Young President’s Club Young members receive all benefits listed for President’s Club Silver

President’s Club Silver: $2,000-$4,999
- Invitation to the annual President’s Club Reception with President Ania Mari Cauce
- Complimentary annual membership to the UW Alumni Association, which includes benefits such as access to exclusive member events and lectures as well as discounts or local museums, theaters and stores. For details, visit uwalumni.com/benefits
- Reduced rates for on-campus parking
- Credit toward TIEE programs for TIEE donors
- Borrowing privileges at UW libraries
- Annual recognition in the Report to Contributors

President’s Club Purple: $5,000-$9,999
- All benefits listed under President’s Club Silver

President’s Club Gold: $10,000 and above
- All benefits listed under President’s Club Silver
- Invitation to the annual Recognition Gala

Get in touch
Christine Lernard
Director of the President’s Club
206-221-3142
presclub@uw.edu

President’s Circle:
$5,000-$9,999
- Special access to University leadership via special invitations and communications throughout the year
- Invitations to the annual President’s Club Reception in Seattle with President Cauce
- Recognition in the annual report to contributors
- Reduced rate for parking
- Contact prescircle@uw.edu

President’s Circle Gold: $10,000 and above
- Complimentary annual membership to the UW Alumni Association

President’s Circle:
$5,000-$9,999
- Special access to University leadership via special invitations and communications throughout the year
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UPCOMING EVENTS

> Marketing & Communications Roundtable:
  – April 4, 10 – 12 pm, HUB Lyceum

> Marketing & Communications Executive Council:
  – February 22, 2 – 3 pm, Gerberding 142

> Other Key Meetings:
  – Web Council – March 1, 9 – 10:30 am, Odegaard 220
  – Word Nerds – March 1, 12:30 – 1:30 pm, Gerberding 142
  – Elevate – March 6, 11:30 am – 1:30 pm, Gerberding 142
  – Social Media – April 5, 12:30 – 1:30 pm, Gerberding 142