

WEIZMANN INSTITUTE

# Designing a Capital Campaign to Celebrate a 75th Anniversary

For more than eight decades, the Weizmann Institute has been a leader in scientific research, making breakthroughs that improve the lives of everyone, everywhere. For its 75th anniversary, Weizmann planned their most ambitious fundraising campaign ever—\$225 million in three years. They asked Constructive to brand the campaign based and create a communications strategy and suite of communications to support it.

Irene Arts

Director of the Environment  
Initiative & Policy  
Initiatives & Global Research  
Research & The Future

What We Did

Brand Development  
Creative Strategy  
Design

## Campaign Branding

### How we embody tradition and point to the future?

Launching the biggest fundraising initiative in the Weizmann Institute's storied history called for a campaign brand as inspiring as the organization's contributions to the world. After exploring strategies to engage Weizmann's traditional donor base and a new younger generation, we created *Transforming Tomorrow*—an aspirational call-to-action that evokes the Institute's ongoing quest to make a difference for the world. The resulting visual branding establishes a visual identity that's scientific, progressive, and celebratory.

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75th Anniversary Campaign

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FUTURE OF SCIENCE

### Future of Science

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## Campaign Collateral

### How can we best engage high-net worth donors?

The Weizmann Institute's fundraising operations are driven by national committee offices across North America, Europe, and Israel—each of which takes a high-touch approach to cultivating relationships with influential donors. Partnering with leadership, we planned and designed a modular fundraising communications system that meets the needs of development staff in a range of settings. The result makes the case for giving, offers opportunities, and facilitates donor cultivation throughout the giving cycle—from outreach to acknowledgment.



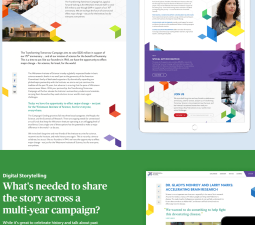
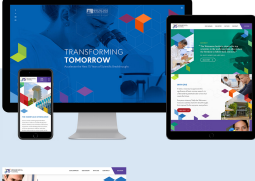
*Fundraising communications strategy supports the in-person nature of The Weizmann Institute for Science's development operations; emphasizing different giving opportunities and impact, through large donations and legacy giving.*



## Digital Fundraising

### How can we cultivate the next generation of givers?

Traditionally, The Weizmann Institute did not include digital fundraising as part of its development strategy. But since cultivating the next generation of supporters was critical to *Transforming Tomorrow*'s fundraising strategy, we recommended Weizmann take the necessary step of creating their first online giving portal. Working with a limited budget, we executed a focused, high-impact campaign website that connects with Weizmann's younger audience and embeds a forward-facing organization worthy of their support.



## Digital Storytelling

### What's needed to share the story across a multi-year campaign?

While it's great to celebrate history and talk about past accomplishments when you're an organization as impressive as The Weizmann Institute, the whole idea behind *Transforming Tomorrow* is point the way forward. We designed a hub for Weizmann to publish impact stories that raise awareness of the amazing work their scientists are doing and offer their content they can then drive audiences to engage with.



## OUR CLIENT'S EXPERIENCE

"For our anniversary fundraising campaign, we were seeking a partner with digital and print design excellence who could add insightful strategic thinking about our brand. In Constructive, we found a partner who listened, immersed themselves in our project, and delivered in all areas. Their team is smart, creative, and enthusiastic—and they served as an extension of our marketing department to produce results that we're extremely proud of."



JOHN COHEN, VICE PRESIDENT, MARKETING COMMUNICATIONS, THE WEIZMANN INSTITUTE