

Institution: Massachusetts College of Art and Design  
Institution Type: College/University  
Category: Direct Mail  
Name of Submission: FY21 Fall Direct Mail Campaign

Staff and How They Participated:

Julia Crane Dempsey, Director of Annual Giving

- Directed overall campaign strategy, ensured execution of the project
- Interviewed Trevor and wrote copy for direct mail
- Conceptualized the piece's theme and design
- Managed recipient data

Trevor Collins, BFA Communication Design '21 (MassArt Student)

- Created the art and took the photos featured in the direct mail piece

Opus Design

- Designed the direct mail piece

Dana Alsamsam, Annual Giving Coordinator

- Created emails in Pardot
- Designed custom online giving form

Nicky Enriquez, Associate Director of Digital Media

- Managed social media strategy
- Created social media content

First Name \_\_\_\_\_  
Last Name \_\_\_\_\_  
Alumni class of \_\_\_\_\_  
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UPDATE YOUR INFORMATION

**PLANNED GIVING**

- I have already included MassArt in my will.
- I am considering including MassArt in my will.
- I am interested in gifts that provide income for life.

THANK YOU!

Your donation makes a world-class art and design education accessible for motivated MassArt students.

For questions or comments, please email [annualfund@massart.edu](mailto:annualfund@massart.edu)

All gifts are tax-deductible to the full extent of the law  
Design by Opus | Art by Trevor Collins '21 @trevor.graphics



Put your gift to work right away by donating online at [massart.edu/give](https://massart.edu/give)

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MASSACHUSETTS COLLEGE  
OF ART AND DESIGN

MY DREAMS  
ARE  
NOT ON  
PAUSE

MEET / Trevor Collins '21  
BFA, Communication Design







# MassArt has been my home for three years.

I grew up in a rural area and it was hard for me to imagine that I could make a career out of art. The first time I came to campus, something lit up inside of me and I knew I was on the right path.



## Speaking of adapting – the pandemic has been challenging.

I was laid off from my retail job, which definitely caused a shift in my plans for the coming months. I've tried not to let it derail me, so I've been using the time to work on my freelance business.



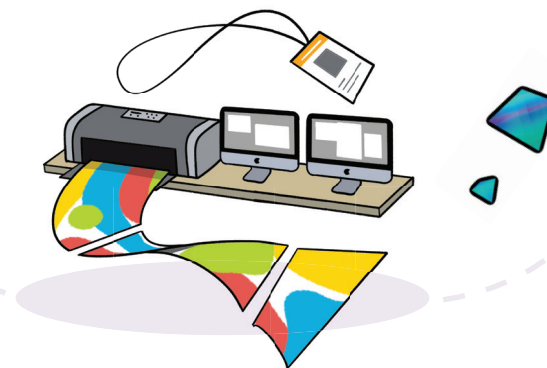
## MassArt has the most friendly and talented professors ever.

They inspire me to pursue my dreams. Taking classes in disciplines outside my major really enhanced my ability to think outside the box and adapt.



## My dream for after graduation is to find a job and move up in the design world.

Wherever I end up working, I know I'll be able to keep growing and evolving as a designer – I'm excited to further myself and see where my work can take me.



## This Fall, I have a remote internship at a design agency.

My classes are remote, too, but I visit campus to use the laser cutter, printers, and other resources. It's a difficult change, but it's better to be safe and I'm excited to keep learning and making.

### YOUR GIFT

**I'D LIKE TO SUPPORT**  
 Area of Greatest Need  Student Scholarships

**WITH A GIFT OF**  
 Ask A  Ask B  Ask C  
*this would help so much!*

Surprise us! \$ \_\_\_\_\_

**A RECURRING GIFT**  
 Please charge my card \$ \_\_\_\_\_  
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Check (payable to MassArt Foundation)  
Please note, monthly donations can only be accepted via returned credit card information or online gift and will auto renew unless you tell us otherwise.

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Donate Online. Put your gift to work right away.  
[massart.edu/give](https://massart.edu/give)

### Salutation,

As a **constituency** you know that MassArt students can adapt and rise to any challenge. The challenges they face during this time are more difficult than usual.

Please consider a gift of **Ask B** to support students like Trevor. They have the drive and motivation, you have the power to press PLAY on their dreams.

### Thank you for your recent Annual Fund support

MassArt's fiscal year is July 1–June 30.

Last gift date 1 Last gift date 2 Last gift date 3

Last Gift Amt 1 Last Gift Amt 2 Last Gift Amt 3



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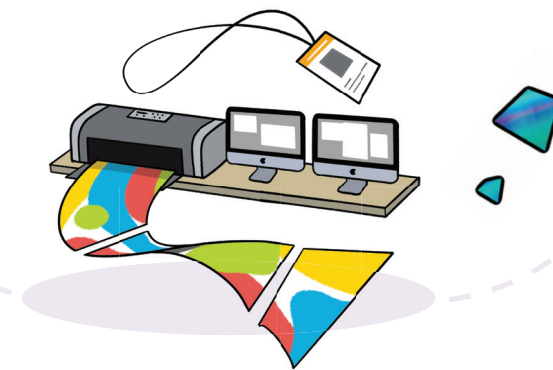
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#### Did you know?

**91% of MassArt students**

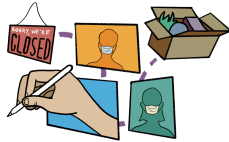
rely on scholarships and financial aid to cover the cost of tuition, housing, food, and art supplies.





Photo and Illustration by Trevor Collins

### Meet Trevor Collins, Communication Design '21



**The pandemic has been challenging.** I was laid off from my retail job, which definitely caused a shift in my plans for the coming months. I've tried not to let it derail me, so I've been using the time to work on my freelance business.



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**Please consider a gift of \${{Recipient.Ask\_Amount}} to support my peers. They have the drive and motivation, you have the power to press PLAY on their dreams.**

**GIVE NOW**

P.S. If this email crosses paths with your gift please let this serve as our first thank you!



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Photo and Illustration by Trevor Collins

***"MassArt has the most friendly and talented professors ever. They inspire me to pursue my dreams. Taking classes in disciplines outside my major really enhanced my ability to think outside the box and adapt."***  
**—Trevor Collins, Communication Design '21**

Speaking of adapting, the challenges MassArt students face during this time are more difficult than usual. As {{Recipient.Constituency}}, you know they are resilient changemakers who can adapt and rise to any challenge.

**Please consider a gift of \${{Recipient.Ask\_Amount}} to support students like Trevor.** They have the drive and motivation, you have the power to press play on their dreams.

**GIVE NOW**

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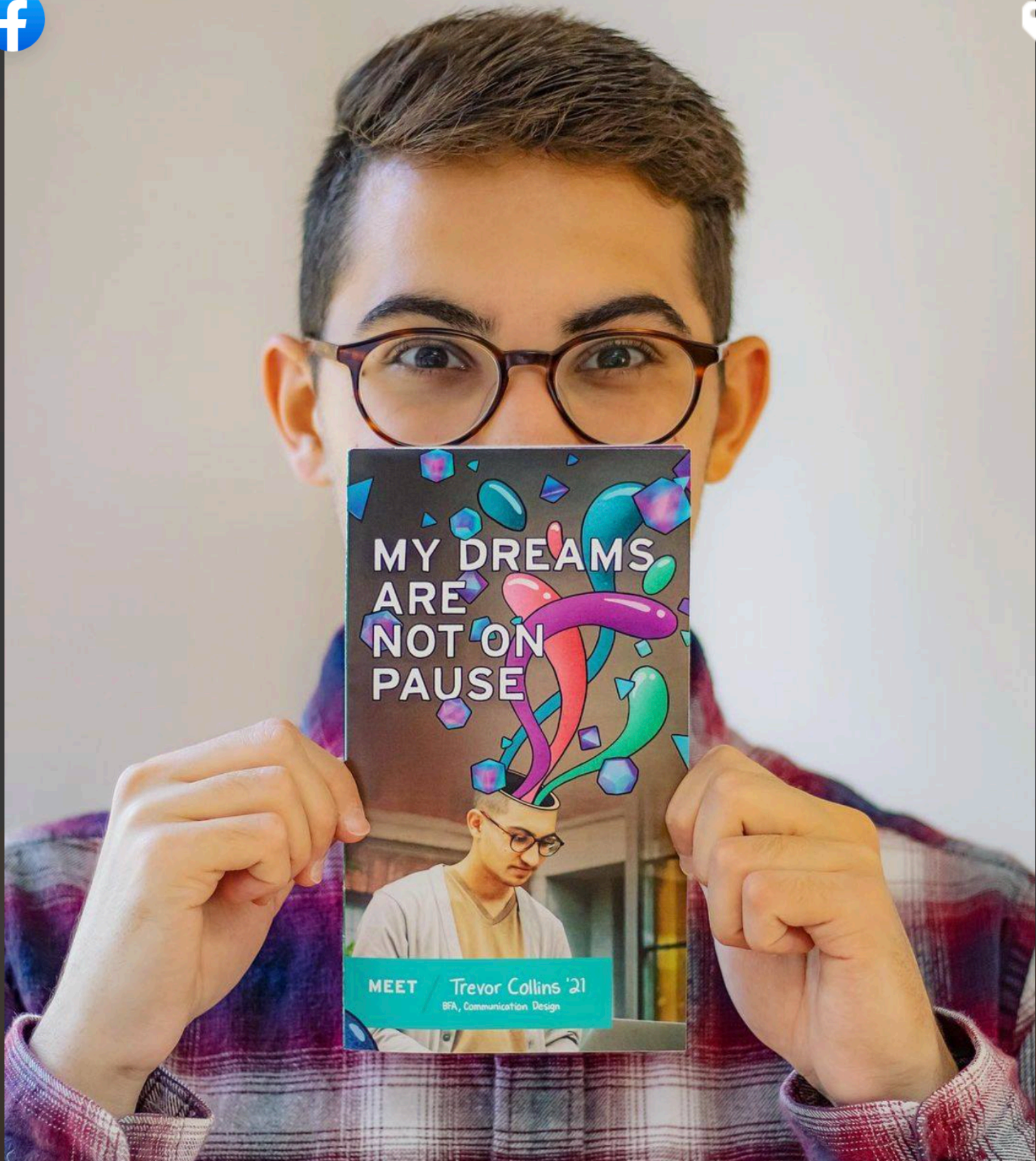
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**Massachusetts College of Art and Design** ...

2d · 🌐

Our students are determined and hard-working. We're experiencing an unprecedented time, but the dreams of our students are NOT on hold.

Visit [massart.edu/givenow](https://massart.edu/givenow) to learn how you can support the next generation of great artists, designers, educators, and historians.

Thank you to MassArt student Trevor Collins for lending his vision to our outreach piece for student scholarships!

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Thank you to [@trevor.graphics](https://www.instagram.com/trevor.graphics) for lending his vision for our student scholarship outreach piece! #MassArt #PublicHigherEducation #HigherEd #Boston #ArtSchool

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**meriarty5651** Doing a great job



Liked by **mkcraust** and 218 others

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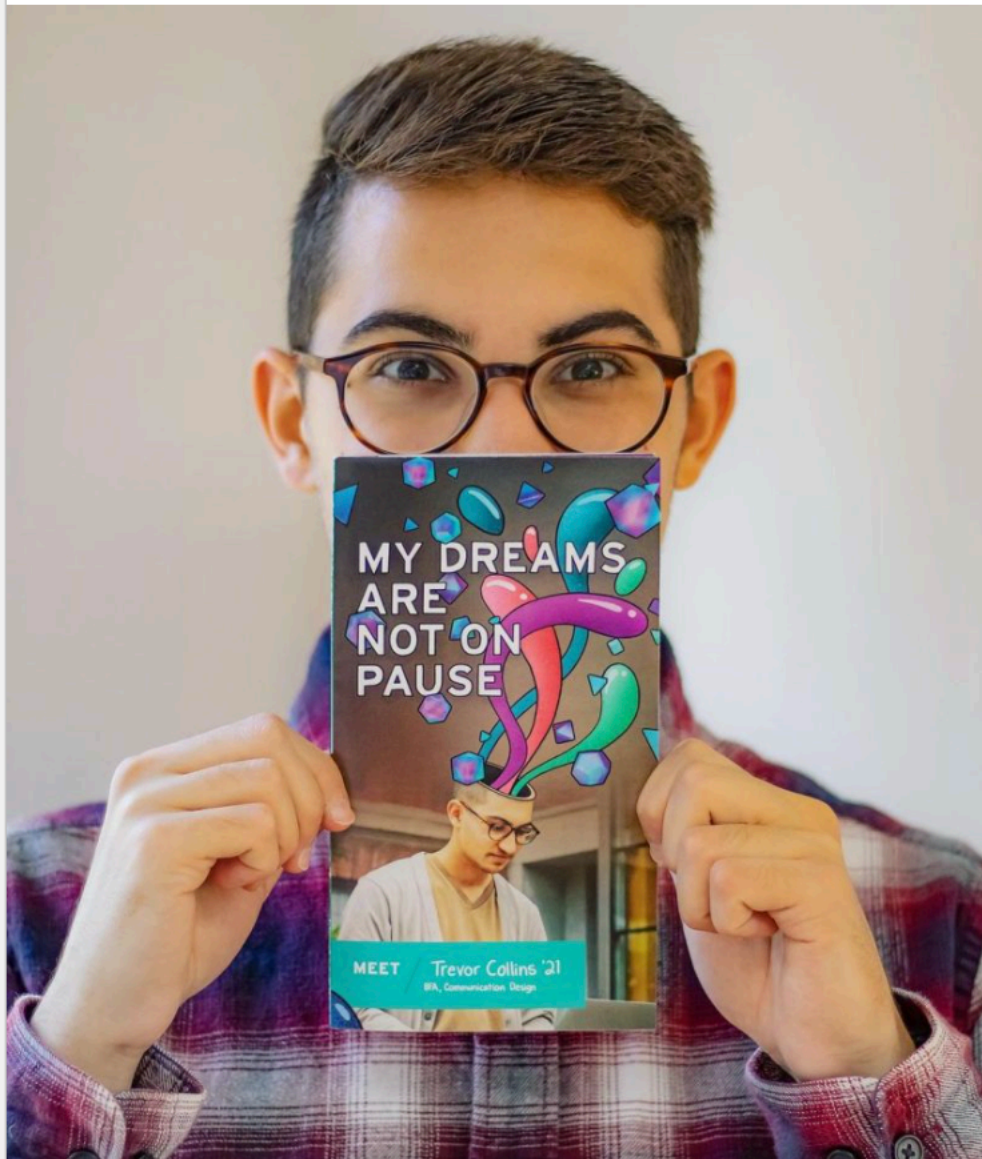
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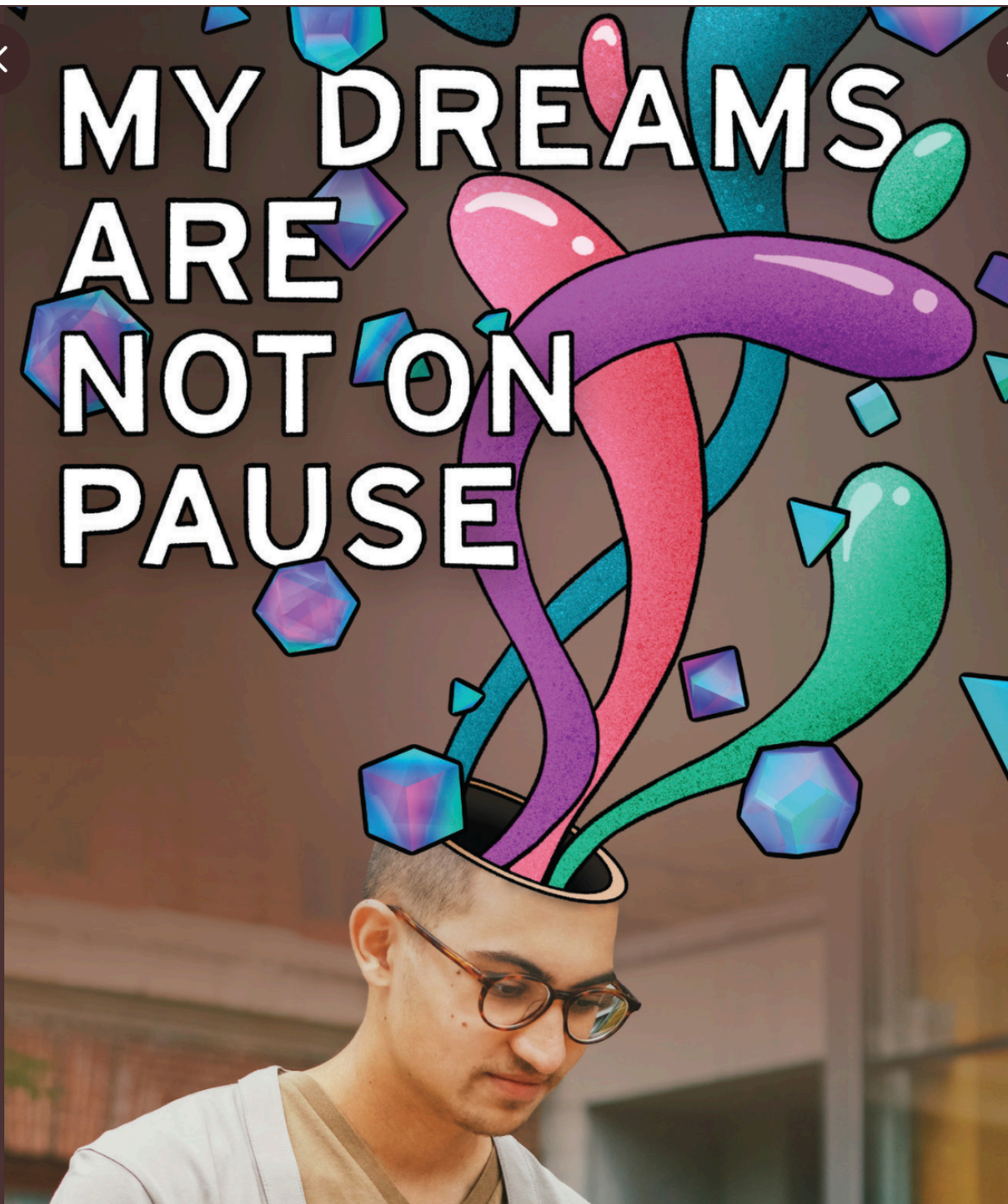
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7:30 AM · Oct 29, 2020 · Hootsuite Inc.

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Thank you to MassArt student Trevor Collins '21 BFA Communication Design who lent his vision to design and content of this piece, used for our outreach to support student scholarships at MassArt.

You can support our students by visiting and giving: [massart.edu/givenow](https://massart.edu/givenow)

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Massachusetts College o...

@MassArt

So many of our students describe the immediate feeling of knowing that MassArt as "home."

As the first free-standing public art and design college in the country, we have a legacy of supporting students like Trevor.

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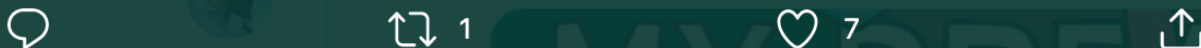
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16.4K Tweets

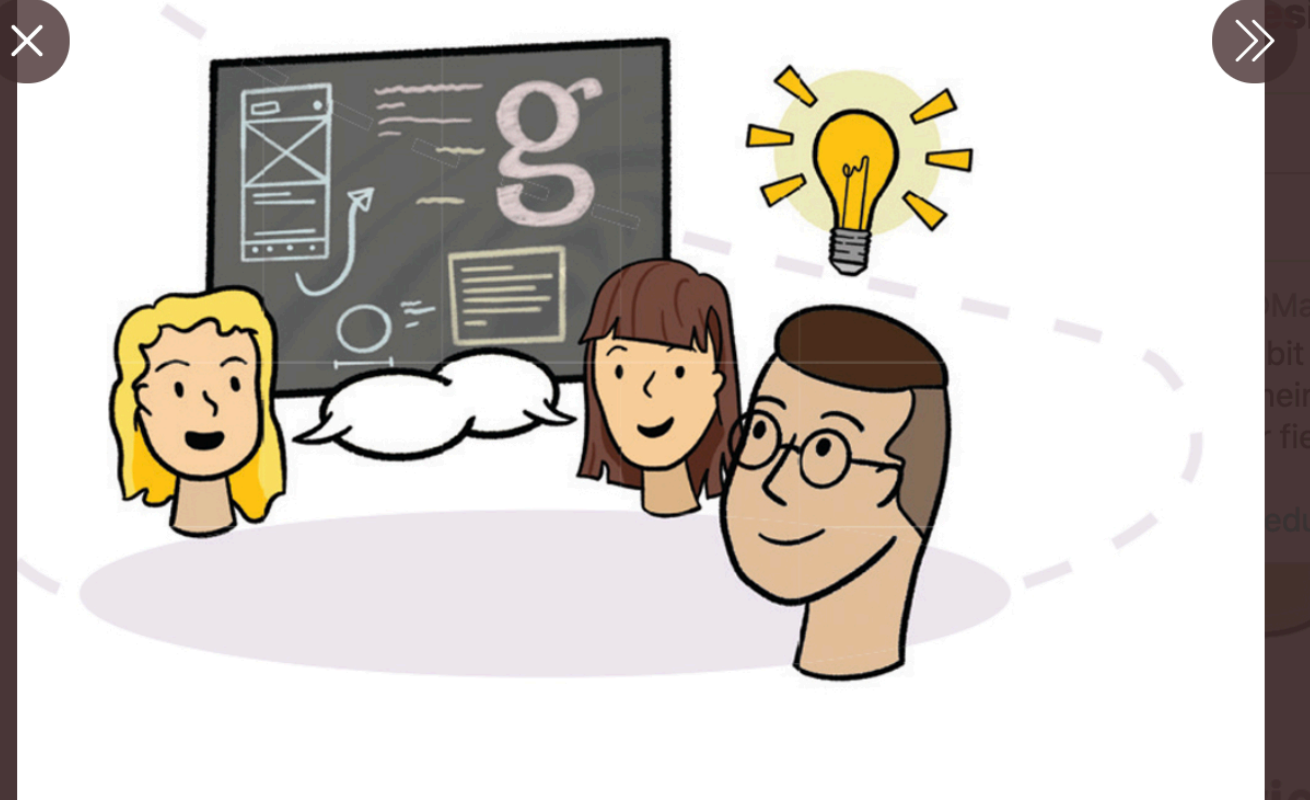
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Massachusetts College o...

@MassArt

Among our faculty are:  
renowned artists who exhibit their work internationally,  
seasoned practitioners who own their own studios and firms,  
and scholars/subject matter experts in their fields.

Support our community by giving today:

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Massachusetts College o...    
@MassArt

Our students persevere! We're facing a global pandemic but they find ways to adapt and find opportunity.

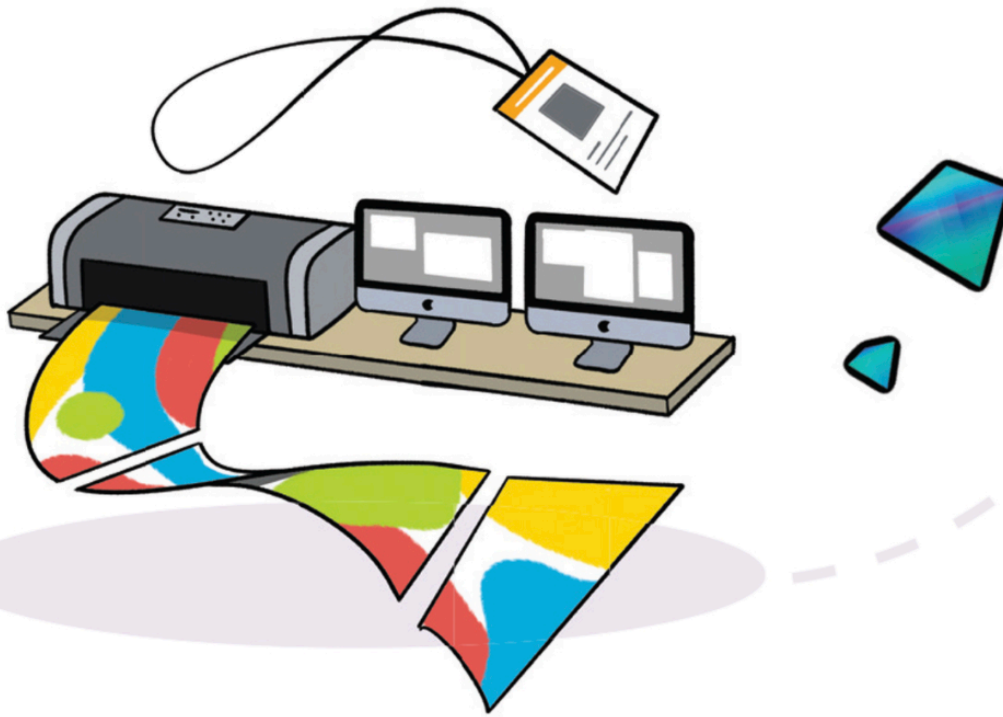
You can support our students when they need it, now more than ever by giving the gift of scholarship:

[massart.edu/givenow](https://massart.edu/givenow)

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2 Retweets 3 Likes





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Massachusetts College o...  

@MassArt

Our goal is to make our campus and resources student-ready rather than our students campus-ready.

You can help by giving today: [massart.edu/givenow](https://massart.edu/givenow)

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We make an art education accessible and affordable. Help students like Trevor realize their dreams: [massart.edu/givenow](https://massart.edu/givenow)

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**Your donation makes a world-class art and design education accessible for motivated MassArt students.**




**Massachusetts College o...**    
**@MassArt**

Thank you to our generous donors who help make a world-class art education accessible and possible.

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