

Institution: Massachusetts College of Art and Design
Institution Type: College/University
Category: Direct Mail
Name of Submission: FY20 Day of Giving Pivot: MassHEART Day

Staff and How They Participated:

Julia Crane Dempsey, Director of Annual Giving

- Directed overall campaign strategy, ensured execution of the project
- Coordinated other staff members' efforts
- Secured momentum generating gifts
- Recruited and trained alumni volunteers
- Managed social media ambassador volunteers
- Raised campaign awareness within the MassArt community (presented to internal and external community leaders)
- Created two MassHEART campaign videos

Dana Alsamsam, Annual Giving Coordinator

- Data segmentation and analysis
- Recipient list management
- Wrote email copy
- Designed emails in Pardot
- Wrote website copy
- Designed website overall structure and individual pages on MobileCause
- Designed custom online giving form
- Designed website that hosted "notes to students" submitted on MassHEART Day
- Used photoshop to create campaign images
- Directed student volunteers
- Edited and organized all the student content

Rose Flynn, Annual Giving Student Designer

- Designed campaign's visual identity
- Designed all campaign design elements (eg. logo, email header, gifs)

Nicky Enriquez, Associate Director of Digital Media

- Managed social media strategy
- Solicited MassHEART campaign content from MassArt faculty and staff
- Created MassHEART social media content
- Uploaded MassHEART campaign video content to YouTube

Hyperlinks:

- Crowdfunding Page: <https://app.mobilecause.com/vf/MASSHEART>
- Giving Form: <https://app.mobilecause.com/form/2rrO8Q?vid=6zhr7>
- We Are the Heart of MassArt Video:
https://www.youtube.com/watch?v=LYxJp9wSj_0&feature=emb_title
- Making Art from the Heart Video: <https://www.youtube.com/watch?v=R4ZTzVFDhuA>
- Notes to MassArt Students: <https://app.mobilecause.com/e/fqFJgA?vid=7zq24>

MassHEART Day | #MassHEART | 4.29.2020

We are the
HEART
of MassArt!

MASSHEART DAY

#MassHEART | 4.29.20

\$30,402.48 Total

Raised

174

Donors

Make a Gift!

Write a Note

Impact Causes Donors

This campaign has concluded, but there's still time to **support MassArt students!**

ONE day. Lots of HEART! Join alumni, students, faculty, staff, and friends of MassArt in a 24-hour celebration of love and resilience in our community.

During this uncertain time, we know one thing for sure: the heart of MassArt is the community. Making names together to share the love.

MASSHEART DAY

Text MASSHEART to 71777

Msg & data rates may apply



MASSHEART DAY

#MassHEART | 4.29.20

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During this uncertain time, we know one thing for sure: the heart of MassArt is the community. We're coming together to share the love with our students as they learn and create from makeshift studios and kitchen tables around the world.

There are three ways to participate:

- **Share your love** for MassArt by making a gift. Gifts to the area of greatest need are our priority, but any MassArt cause is a worthy one.
- **Send your love** to a MassArt student by writing an encouraging note.
- **Spread your love** for MassArt by posting something you love about MassArt on social media with the hashtag #MassHEART

We are the HEART of MassArt!

MassHEART Day | #MassHEART | 4.29.2020

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By texting in you agree to receive recurring notifications from this org. Text HELP for more info or STOP to cancel.

Log Out

MASSHEART DAY

Choose amount

\$ 100.00

Choose an area to support*

Select Option

Make your gift recurring

One Time Monthly

Contact information

First Name* Last Name*
First Name Last Name
Mobile Number Email*
Mobile xxx-xxx-xxxx name@example.com

Address*

MASSHEART DAY

MASSART
MASSACHUSETTS COLLEGE
OF ART AND DESIGN

We are the
HEART
of MassArt!

MASSHEART DAY

#MassHEART | 4.29.20

ONE day. Lots of HEART. Join us tomorrow!

During this uncertain time, we know one thing for sure: the heart of MassArt is the community. We're coming together tomorrow to share the love with our students as they learn and create from makeshift studios and kitchen tables around the world.

What: MassHEART Day is a 24-hour celebration of love and resilience in our community

When: TOMORROW, Wednesday, April 29

Where: Virtually—[Learn more](#)

How: There are three ways to celebrate MassHEART Day!

- **Share your love** for MassArt by [making a gift](#). Gifts to the area of greatest need are our priority, but any MassArt cause is a worthy one.
- **Send your love** for MassArt by [writing an encouraging note](#).
- **Spread your love** for MassArt by posting something you love about MassArt on social media with the hashtag #MassHEART

We hope to see you (virtually) there!

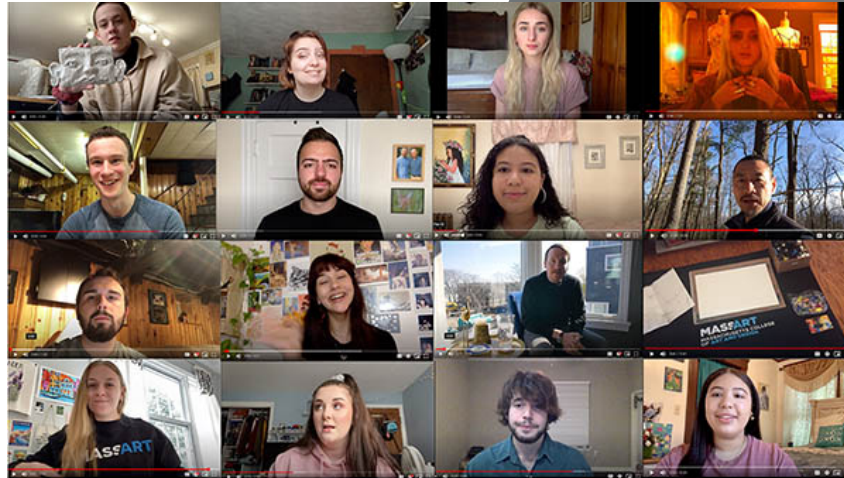
GET A HEAD START



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MASSHEART DAY

MASSART
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We are the HEART of MassArt!

MASSHEART DAY

Ready. Set. Love!

Join us for a virtual celebration of love and resilience in the MassArt community! Your generous pledge lets us know that you love MassArt, and by fulfilling it today, your gift will make an impact when it matters most. There are three ways to participate:

- **Share your love** for MassArt by [fulfilling your pledge](#). Gifts to the area of greatest need are our priority, but any MassArt cause is a worthy one. **Over 30 alumni and community leaders are kicking things off with a collective \$10,000 gift!**
- **Send your love** for MassArt by [writing an encouraging note](#).
- **Spread your love** for MassArt by posting something you love about MassArt on social media with the hashtag #MassHEART

We, you, all of us—are the HEART of MassArt!

FULFILL YOUR PLEDGE

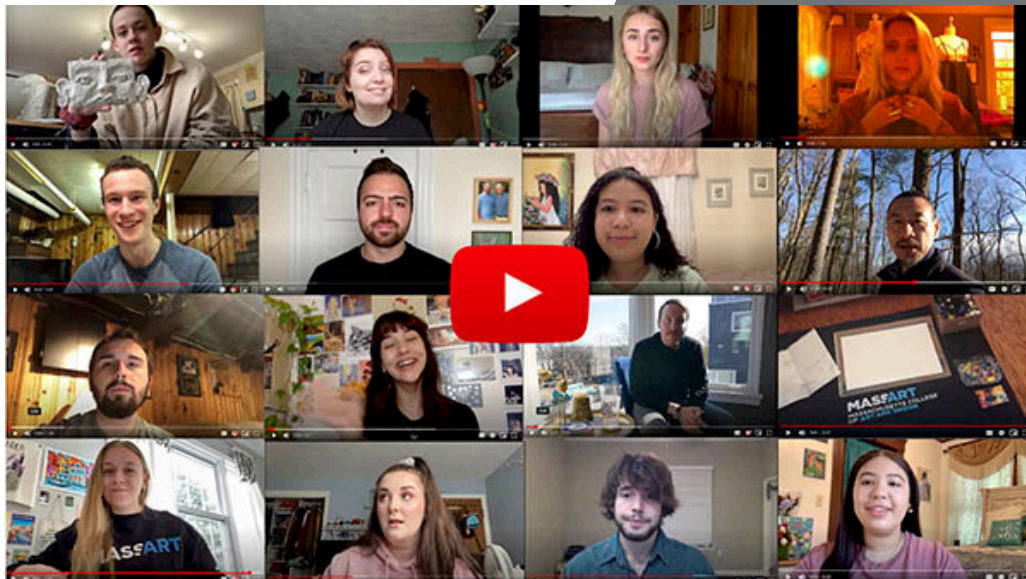
If this message crosses paths with a recent gift, let this serve as our first thank you!



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PARTICIPATE NOW

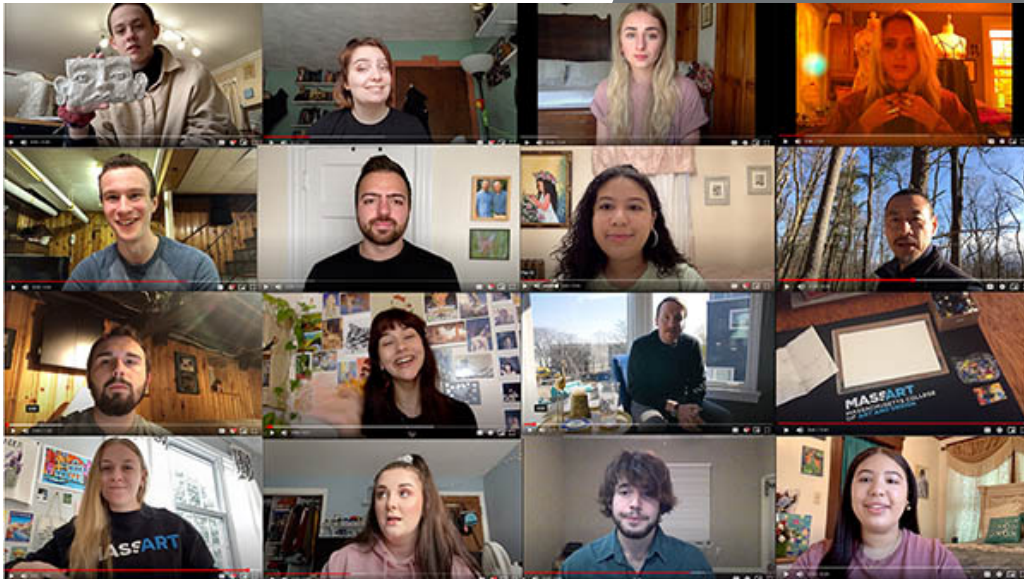
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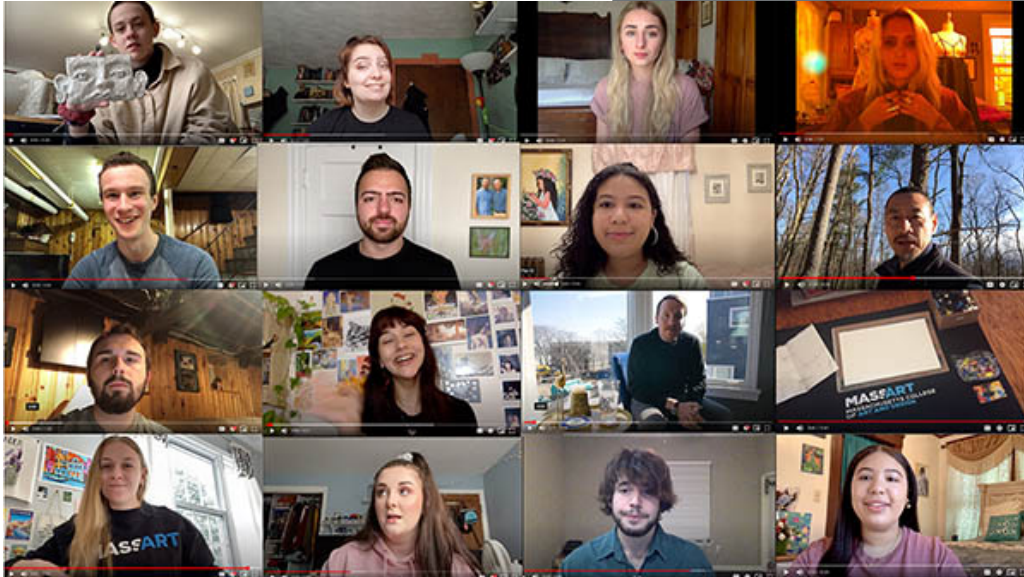


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We are the HEART of MassArt!

MASSHEART DAY

Thank you for being a MassArt supporter. This year, our students' need is heightened and your gift has already been put to work! Your generous support makes you a leader in the MassArt community. **YOU are the HEART of MassArt!**

We already know how much you love MassArt, which is why we'd love for you to participate in MassHEART day! There are two ways to get involved:

- **Make a nominal gift** to our MassHEART Day campaign. Gifts to the Area of Greatest Need are our top priority, but any MassArt cause is a worthy one! **Over 30 alumni and community leaders are kicking things off with a collective \$10,000 gift!**
- **Share what you love about MassArt** and encourage your network to follow your lead by making a gift! Forward our emails to your friends with a personal note, craft your own email, or post to social media with the hashtag #MassHEART

Thank you for all you do to make this community so amazing.

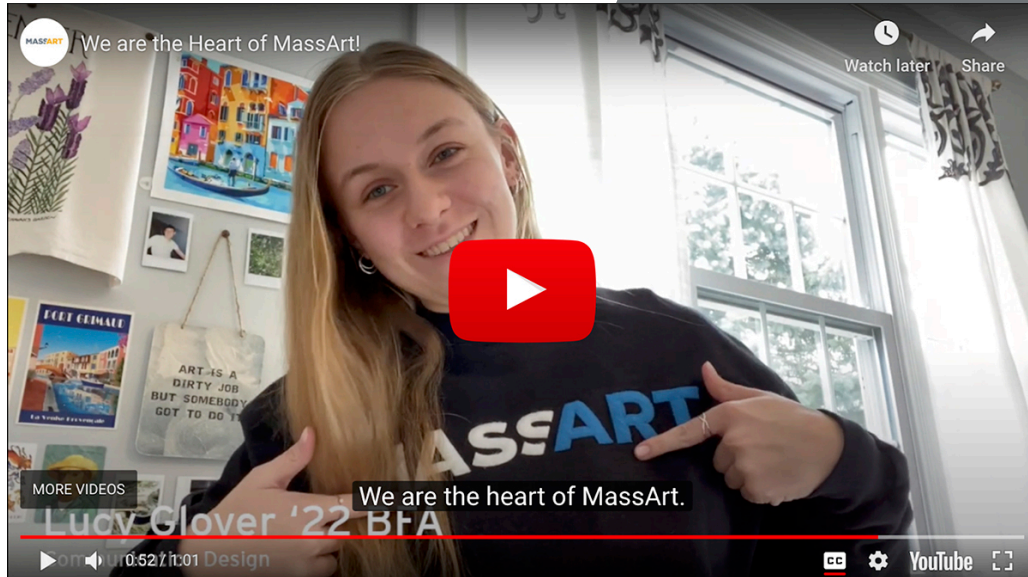
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MASSHEART DAY

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The HEART of MassArt is...

"Connection" "Supporting one another" "Strength" "Uplifting the work of other artists" "Outreach" "Collaboration" "A safe space" "Adaptability" "Uniqueness" "Moving forward together"

MassArt students share their thoughts [here](#).

All of these qualities and more are shining through today! The early outpouring of support on MassHEART Day has allowed us to raise close to \$18,000 from 70 community members so far. **We're just getting started! There is still time to [fulfill your pledge](#) on MassHEART Day.**

This community knows we can lean on one another during difficult times. By making a gift of any amount today, your generosity will make an impact when it matters most, and keep the MassHEART spirit alive during times of change.

FULFILL YOUR PLEDGE

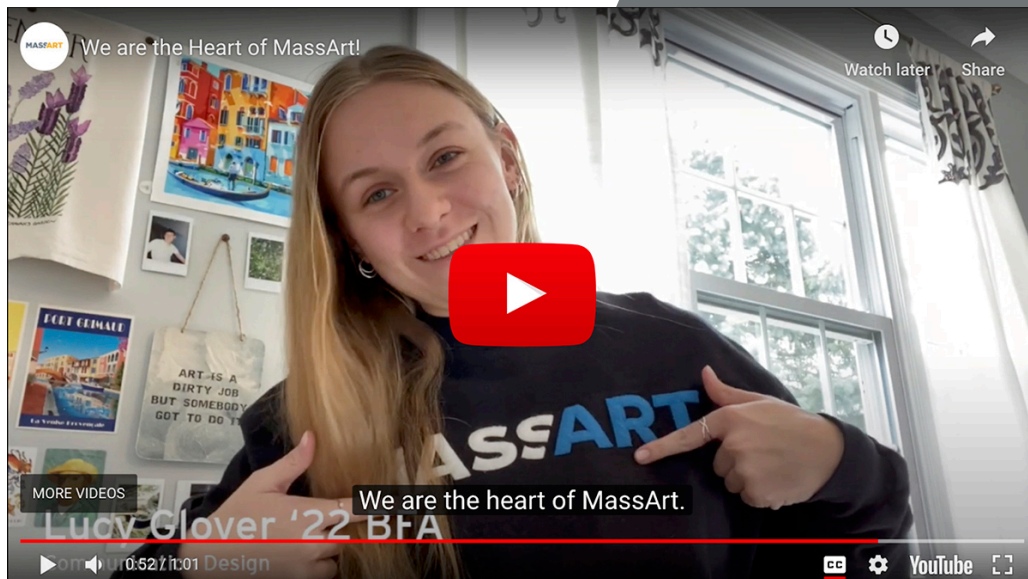
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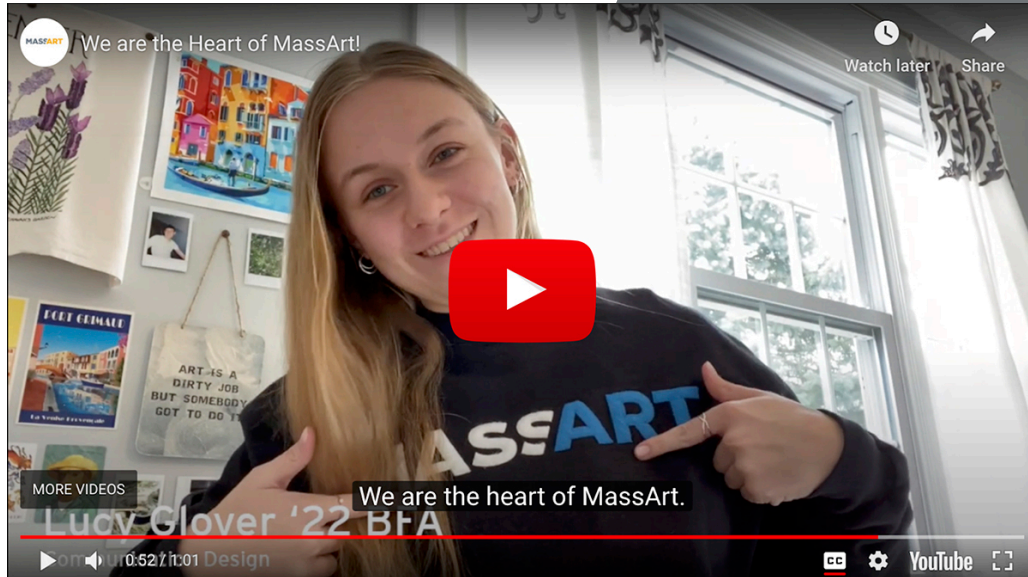
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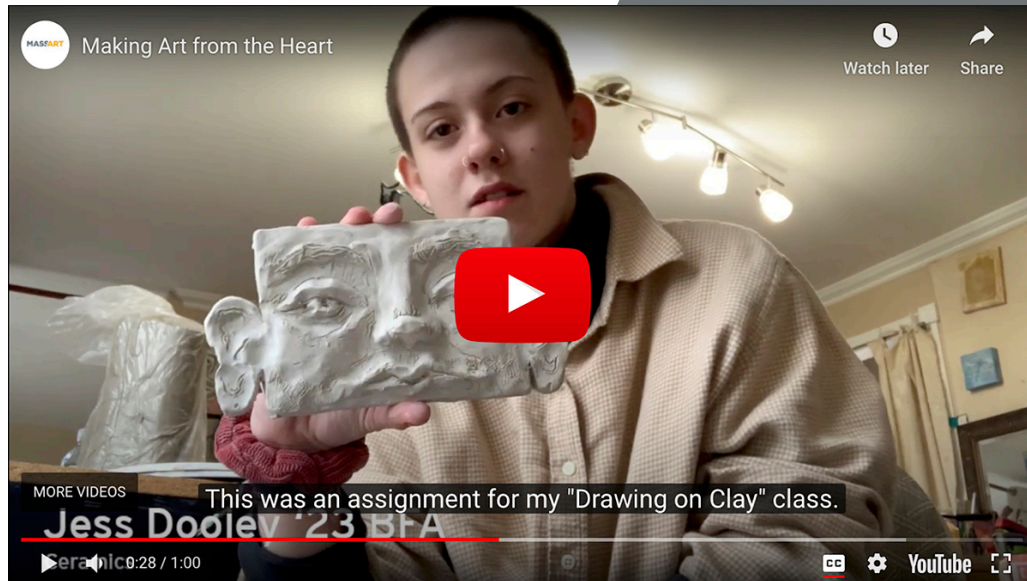


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"It's really important to spread a little bit of hope if you have some to spare, and I think art has a huge role in that." –Libby Davis, Fashion Design '21

During times of change, we look to art for comfort and joy—to artists, designers, and educators to articulate complicated thoughts and emotions. MassArt students and faculty are leaning on one another for support as they continue creating at home.

Check out some of their projects [here](#).

Now is the time to join over 100 community members who've supported MassArt students today. **Please consider [fulfilling your pledge](#) on MassHEART Day.**

Your generosity will go to work immediately, inspiring students and spreading hope.

FULFILL YOUR PLEDGE

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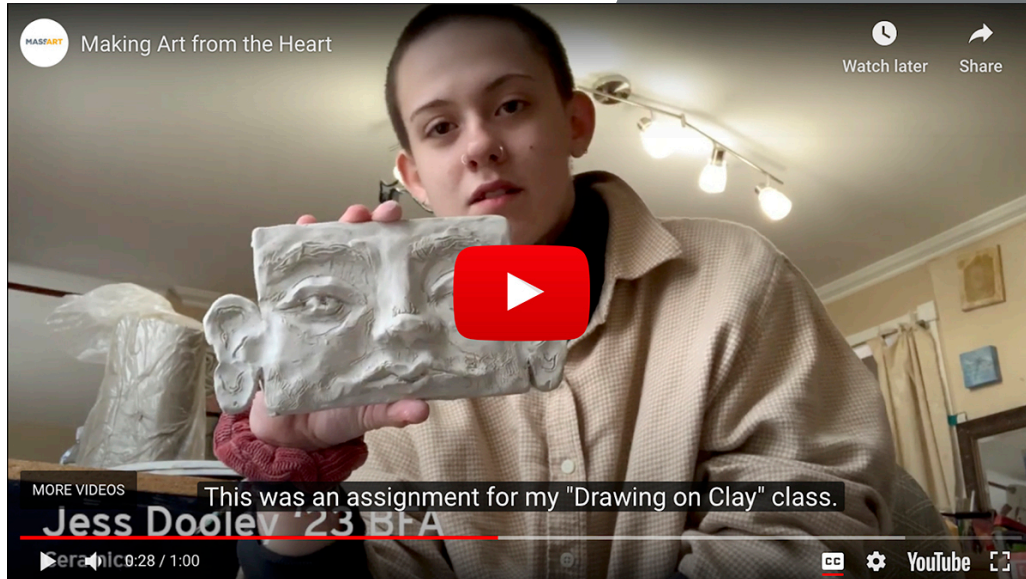


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Check out some of their projects [here](#).

Now is the time to join over 100 community members who've supported MassArt students today. **Please consider [making a gift](#) of any amount (to any area of the College) on MassHEART Day.**

Your generosity will go to work immediately, inspiring MassArt students and spreading hope.

PARTICIPATE NOW

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MASSHEART DAY

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SIM Friends,

Every day, there is a lot to love at MassArt.

I love MassArt because I love the students. I see my younger self in their eyes. And I try to give them the compassion, support, and challenge that I so benefited from when I was a MassArt student. Though a lot has changed since the mid 80's, there is much that hasn't - our students' creativity, their need to be supported in their individuality, and the power of community to move boulders uphill and fill our lives with hope, joy and meaning.

At Massart, we have the privilege, opportunity and responsibility to do the hard work of making art together. I am humbled by the commitment of MassArt Faculty and Staff to our students on campus. I am also continuously impressed by the unique commitment I see within our SIM community of alumni and friends beyond MassArt.

Our long planned SIMBIG50 events will happen! We are working on making adjustments as needed during this unprecedented time and we will let you know as soon as we have updates.

For the time being, we are deciding to shift our focus to support our current SIM students. **I'm choosing to commemorate this MassHEART Day by making a gift to support current SIM students.** All funds will be put to use immediately to address students' evolving needs at this time. I hope you will join me.

And please be sure to check out #massartsimseniors on Facebook and Instagram so that you can meet our current cohort of graduating SIM seniors!

As Harris Barron, SIM founder, loved to say, "Shared experience creates community," and community is what will get us through this historic experience.

Happy and Hopeful MassHEART Day.

Sincerely,

Nita Sturiale
Department Chair, Studio for Interrelated Media
Massachusetts College of Art and Design

P.S. Check out more MassHEART thoughts on [MassArt's instagram](#).



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MASSHEART DAY

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You are the HEART of MassArt!

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Yesterday we came together virtually to make an impact and gather around a cause that is important to us: the MassArt community. Your generosity during a difficult time makes you a leader and a changemaker—**You are the HEART of MassArt!**

Thanks to you, we raised over \$25,000 from 152 community members for 28 causes across MassArt's academic departments and programs. With our students' financial need heightened, your support is already making all the difference.

Most importantly, you showed just how resilient this community of driven artists, designers, and educators can be. Your gift empowers MassArt students to grow and innovate through this time of change, and renews their belief in the future.

Thank you!



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You are the HEART of MassArt!

We came together yesterday!

Yesterday we came together virtually to make an impact and gather around a cause that is important to us: the MassArt community. The generosity displayed during this difficult time is inspiring—a reminder of what the **heart of MassArt** really means.

We raised over \$25,000 from 152 community members for 28 causes across MassArt's academic departments and programs. With our students' financial need heightened, the support is already making all the difference.

If you missed MassHEART Day, that's okay! There's still time to [support our students](#). Your gift will empower them to grow and innovate through this time of change, and renew their belief in the future.

MAKE A GIFT



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Art by Rose Flynn '21 BFA Communication Design

“You got this! And we've got your back.”

Last week, over 100 alumni, parents, faculty, staff, friends, and community members wrote notes of love and encouragement to current MassArt students as part of [MassHEART Day](#).

“Your hard work is admired beyond belief.”

“The entire MassArt community is super proud of you!”

“Your creativity, resilience, and dedication amazes me every day!”

READ THE NOTES



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414-44 >

Text Message
Wed, Apr 29, 10:30 AM

Today is #MassHEART Day! A 24-hour celebration of love and resilience in the MassArt community. There are 3 ways to celebrate: <https://app.mobilecause.com/vf/MASSHEART>

Text STOP to unsubscribe



Text Message





We are the
HEART
of MassArt!

MASSHEART DAY

#MassHEART | 4.29.20

MASSHEART DAY

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3. Spread your love for MassArt by posting something you love about MassArt on social media with the hashtag #MassHEART

**SWIPE UP TO GIVE OR TO
LEAVE A NOTE**

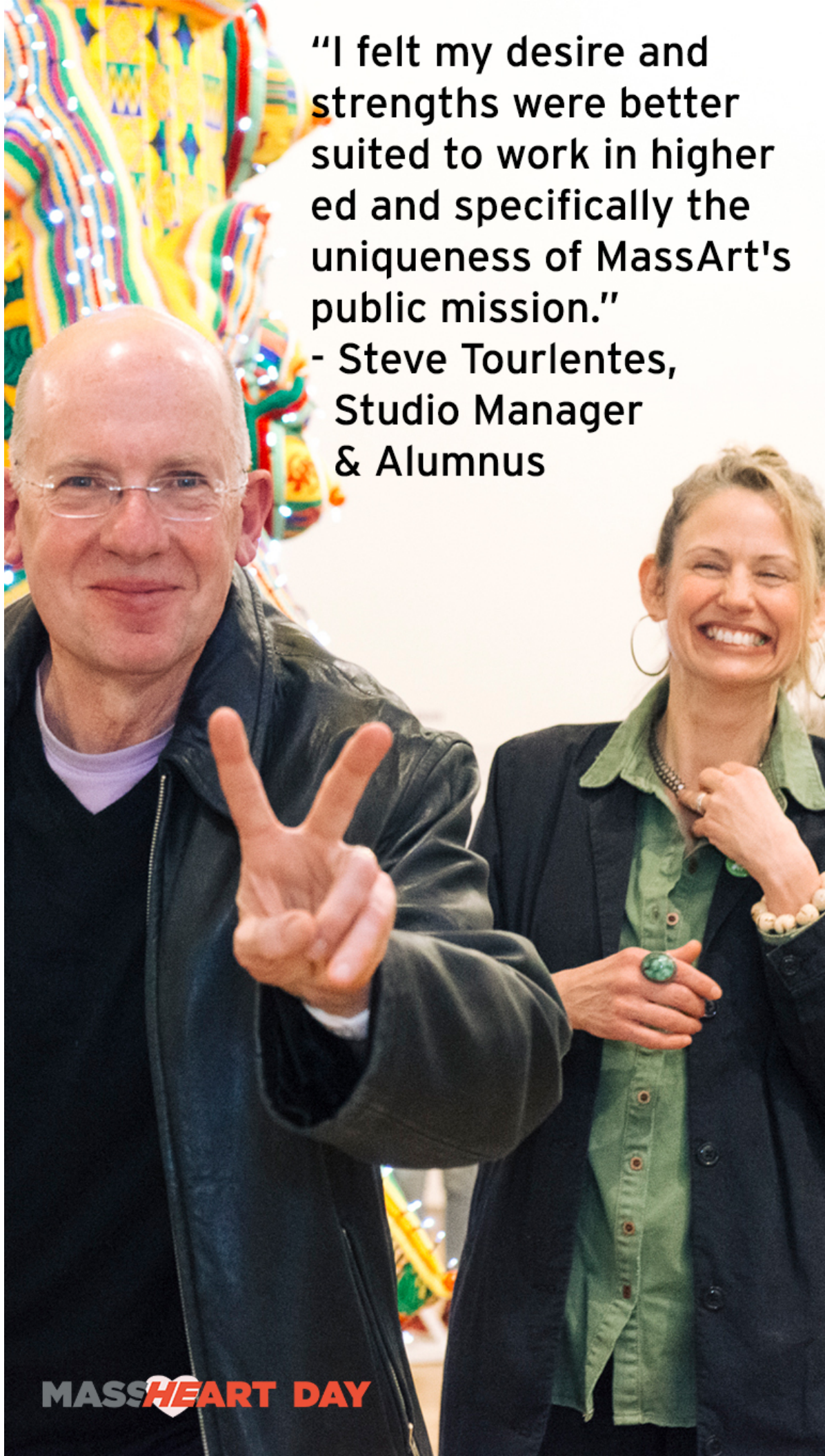



"MassArt is a community more than a workplace for me... I carried MassArt in my heart and soul as I pursued my career, and after years in the museum, gallery and design worlds, I returned."

- Luanne Witkowski
Asst Design Studio Director
& Alumna

"I felt my desire and strengths were better suited to work in higher ed and specifically the uniqueness of MassArt's public mission."

**- Steve Turlentes,
Studio Manager
& Alumnus**



A woman with short blonde hair and glasses is smiling warmly. She is wearing a dark blazer and has a name tag and a blue circular badge on her chest. She is holding a wine glass filled with white wine and a small white plate with appetizers. The background is a blurred indoor event space with other people.

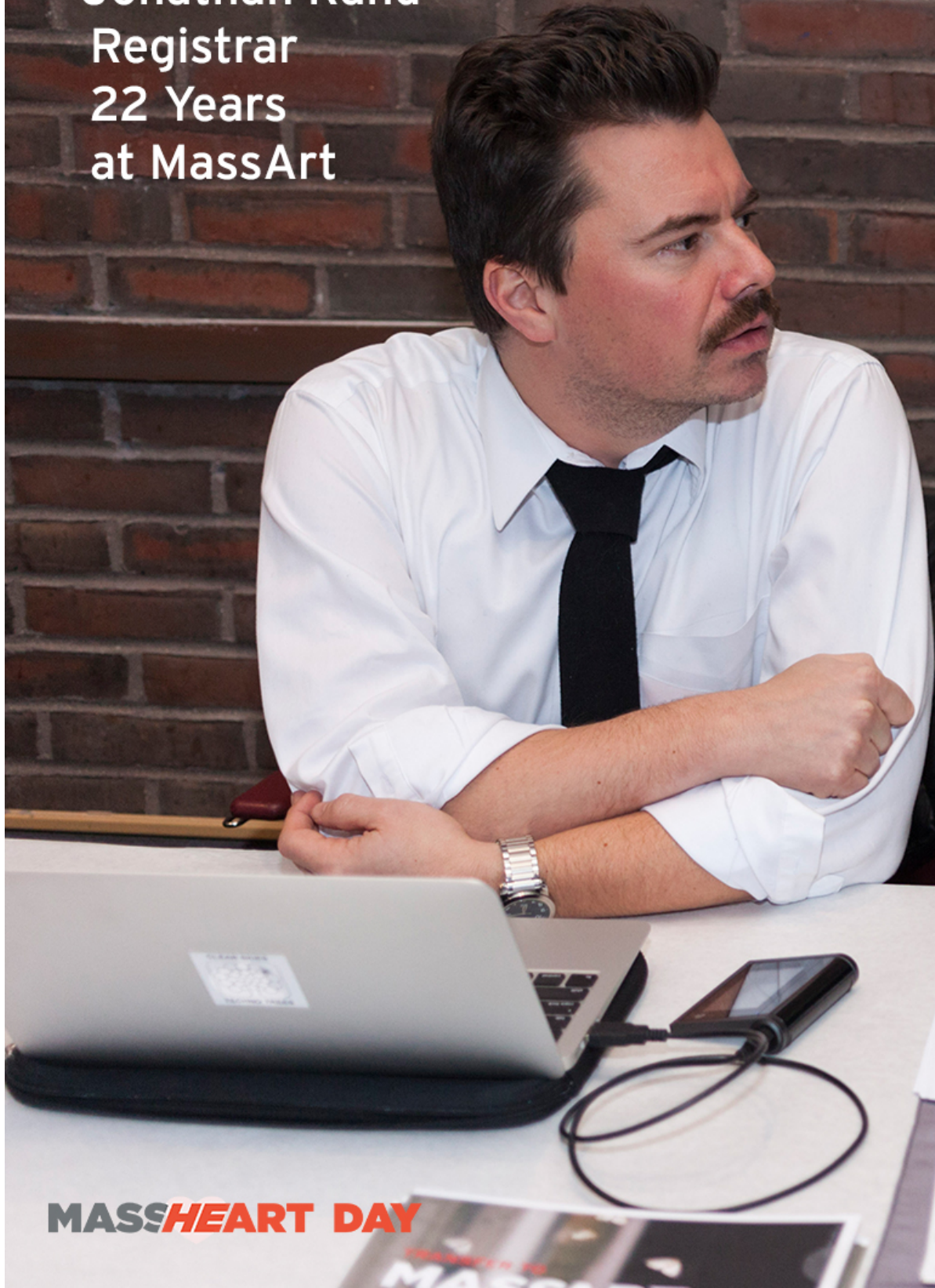
**“At MassArt the air you
breathe is infused with
creativity and community...
the shared commitment
shown by the faculty and staff
is what makes it magic.”
- Maureen Keefe
VP of Student Development
15 Years at MassArt**

**“MassArt is my second family.
Love the place.”
- Craig Evans, Storekeeper IV
28 years at MassArt**

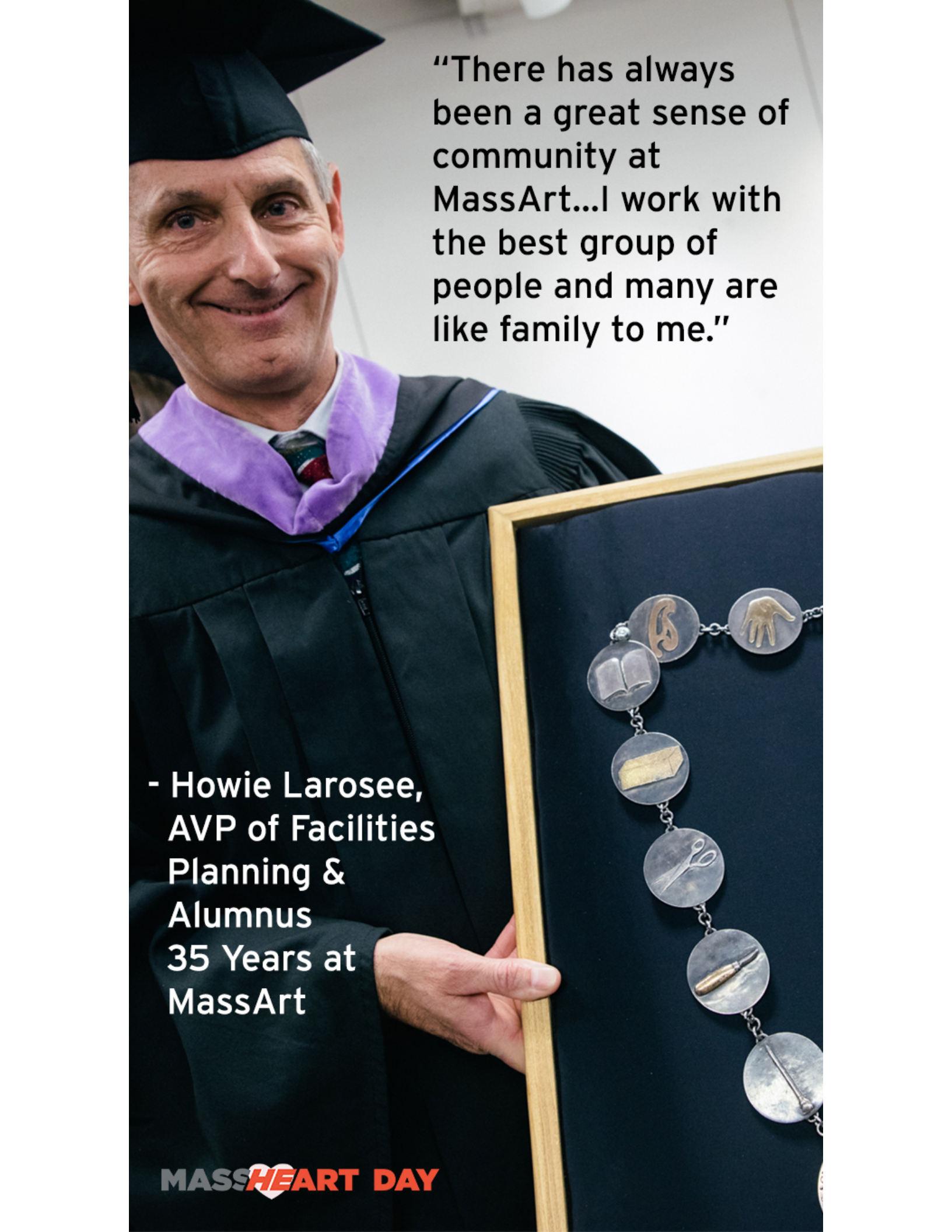


“I keep working here because it's an honor and so fulfilling to support a place that literally changes the universe. The work matters. I really believe that.”

- Jonathan Rand
Registrar
22 Years
at MassArt



MASSHEART DAY

A man in a black graduation cap and gown with a purple stole and blue sash is smiling. He is holding a wooden frame containing a necklace of circular medallions. The medallions are silver and feature various symbols: a musical note, a hand, an open book, a rolled diploma, a pair of scissors, a pencil, and a key.

“There has always been a great sense of community at MassArt...I work with the best group of people and many are like family to me.”

- Howie Larosee,
AVP of Facilities
Planning &
Alumnus
35 Years at
MassArt



"I fell in love with this place during my interview. Immediately after I called my wife and said 'this is where I want to work.'"

- James Gately
Public Safety Officer

Read them below!

MassHEART Day, Notes Written to MassArt Students

Support Students Now

NOTES to MassArt Students

"Your hard work is admired beyond belief. I look up to artists like you all - you're inspiring and bright. Never stop creating and never doubt what your own mind and hands can create. Much love and stay safe!" - **Joy Dumont, MassArt Alum**

[Read More](#)

"You are fearless because nothing can stop you from being who you are, a person who reshapes the world every day." - **Kymerly Pinder, Provost/Vice President of Academic Affairs**

[Read More](#)

"No matter what happens, be proud of yourself, your resilience, and your ability to adapt to extreme circumstances. Seriously, you're awesome! The entire MassArt community is super proud of you! <3" - **Cina Grenier, MassArt Alum & Assistant Director of Admissions**

[Read More](#)

"Hi there, I am a parent of a MASSART student, and also a gigging musician who is stuck at home trying to be creative. You might feel a bit isolated and think that you are not making headway, but anytime you create something, you are using your talents to better yourself and your world. Never underestimate any small act that you do. And speaking from experience, we all go through periods of ups and downs, you WILL get through this. Hang in there and keep on creating!" - **Susan Fortin, MassArt Parent**

"My 4 years at MassArt were the BEST years of my long life. Keep creating and you will be happy throughout YOUR long lives." - **George McLean, MassArt Alum**

[Read Less](#)

"MassArt students are truly amazing. Your creativity, resilience, and dedication amazes me every day!" - **JP Petriello, Academic Advisor**