



THE DEFINING MOMENT

OUR HISTORY. OUR MOMENT. OUR VISION TO BE THE FINEST.

DESCRIPTION:

At the St. Mary's University President's Dinner on November 10, 2019, President, Thomas Mengler J.D., updated donors on the status of The Defining Moment Comprehensive Campaign. The campaign began in November 2017 and will run through 2021. It is the largest comprehensive campaign in St. Mary's history and key to achieving the University's strategic vision of becoming, as a Catholic and Marianist institution, one of the finest private universities in the Southwest.

Over the past year, messaging for The Defining Moment advertising campaign has continued to focus on the personal student experience. Student quotes describe how a St. Mary's education is unique, valuable and prepares them to lead purposeful lives grounded in faith. This messaging also solidifies, through the words of these real St. Mary's students, the importance of the fundraising efforts associated with The Defining Moment Comprehensive Campaign.

A short advertising blitz began after the University president's update in November and ran through the end of the year, shifting messaging temporarily to emphasize the University reaching, surpassing and extending its comprehensive campaign fundraising goal.

The advertising blitz focused attention on the University overall and the incredible shot-in-the-arm The Defining Moment Comprehensive Campaign has provided St. Mary's. It also emphasized the idea of transition for the University by incorporating -- "Our History. Our Moment. Our Vision to Be the Finest." (Use of the word "finest" stemming directly from the University's vision statement in the strategic plan.) The positivity around The Defining Moment Comprehensive Campaign sparked the inclusion of "believing what is possible," within the advertising. Referring to both the announcement of a lofty new fundraising goal and the St. Mary's student experience (or defining moment) and the significance of what the comprehensive campaign means to the future of the University but, more importantly, what it means to students.

MESSAGING OBJECTIVES

- Increase brand awareness
- Extend awareness of St. Mary's University's "The Defining Moment -- Our History. Our Moment. Our Vision to be the Finest." Comprehensive Campaign
- Build momentum through message reach
- Show the University's values and culture through current students

Advertising messaging met its objectives by directly tying-in (through student quotes) to the University mission, extending awareness of The Defining Moment Comprehensive Campaign through a Fall marketing blitz and represented the University's values and culture.

TARGET AUDIENCES

The Defining Moment advertising campaign shows the different ways in which St. Mary's creates educational opportunities, inspires community, faith, common good and sparks change in student's lives. Each ad can resonate with more than one target audience and despite the simplicity, provides different facets of meaning for each.

EXTERNAL AUDIENCE	MESSAGE RESONANCE
Alumni	A recognition of their own defining moment and sense of pride. Their involvement/gifts contribute to the future of the University and vision to be the "finest."
Parents	Their own child can/will experience their defining moment at St. Mary's University.
Prospective students	Opportunity to learn about themselves and experience their own defining moment. "If they can do it, so can I." Imagining "what is possible."
Donors/potential donors	Investing in a student's potential (and in turn, defining moment) is priceless.
San Antonio community	Availability/opportunity of local higher education with a focus on the common good; sense of pride
Community leaders or key influencers	Being part of something that is helping strengthen the city by preparing future leaders for success.
INTERNAL AUDIENCE	
Students	Highlighting "what is possible."
Faculty and staff	Being part of something bigger than you are. Contributing to success.

CAMPAIGN COLLATERAL – Creativity and Implementation

The campaign advertising appeared in print publications, radio, outdoor, paid social media and digital ads. We utilized Google Analytics and tag manager to gain campaign insights and drove all traffic to a Defining Moment landing page.

- Landing page - <https://www.stmarytx.edu/definingmoment/>

ST. MARY'S UNIVERSITY - SAN ANTONIO, TEXAS

ABOUT ACADEMICS ADMISSION ST. MARY'S UNIVERSITY ATHLETICS CAMPUS LIFE OUTREACH

Home » The Defining Moment

Our History. Our Moment. Our Vision to be the finest.
This is Our Defining Moment

Together, as a community, we did it! The Defining Moment Campaign has raised more than \$138,000,000, an achievement that advances the University's vision for the future and helps ensure we are able to continue transforming the lives of students decades from now.

As we celebrate where we have been, we are dedicating ourselves to our vision, as a Catholic and Marianist university, to be the finest private university in the region. To achieve this, we are pledging ourselves to an even higher goal of \$150 million.

Believe what is Possible.

ST. MARY'S UNIVERSITY

- Video - <https://youtu.be/yIIGPutLRAo>
Developed for the President's Dinner and used in advertising after the event.



- Radio spot
Support comes from St. Mary's University, announcing The Defining Moment comprehensive campaign has surpassed its goal at \$138 million and reveals a new goal of \$150 million. St. Mary's students are experiencing life-changing opportunities thanks to our generous alumni and friends. Learn more at s-t-mary-t-x-dot-e-d-u slash defining moment.
- Outdoor Billboards





- **Print ads**

We ran a full-page traditional print ad in the Sunday San Antonio Express News newspaper to announce meeting and surpassing the campaign goal. We also ran four smaller ads in different sections throughout the Sunday paper – Business, Sports, Faith and Food – to direct the reader to the placement of our full-page ad. This was an innovative way to help stretch our limited budget.

Business section

An advertisement for the business section of a newspaper. On the left, there is a large, light-colored decorative scrollwork graphic. The text "See our big news in Section A of today's paper." is written in a bold, black, sans-serif font. To the right, a large black arrow points towards the right. Inside the arrow, the text "ST. MARY'S UNIVERSITY is getting down to business." is written in a white, bold, sans-serif font. Below this, the St. Mary's University logo is displayed, followed by the text "ST. MARY'S UNIVERSITY" and "The Catholic and Marianist University" in a smaller white font.

Sports section



See our big news in **Section A**
of today's paper.

ST. MARY'S UNIVERSITY
is in the game.



The Catholic and
Marianist University

Food section



See our big news in **Section A**
of today's paper.

Get a taste of what
ST. MARY'S UNIVERSITY
is about.



The Catholic and
Marianist University

Faith section



See our big news in **Section A**
of today's paper.

ST. MARY'S UNIVERSITY
believes in what is possible.



The Catholic and
Marianist University

Full page ad

.THIS IS.
Our Moment

St. Mary's University announces
The Defining Moment Campaign raised
\$138 million

THIS IS OUR *Defining Moment*

In November 2017, St. Mary's University revealed the largest campaign in our history – The Defining Moment – with a fundraising goal of \$130 million, a goal larger than all previous campaigns combined. Two years later and with still two years remaining, we have received more than \$138 million in gifts, pledges and grants.

Our students are experiencing life-changing opportunities, thanks to generous alumni and friends, which promote a culture of excellence, deepening our Catholic and Marianist identity and preparing students for careers and lives of meaning and purpose.

WE BELIEVE IN *What is Possible*

As we celebrate where we have been, we are dedicating ourselves to our vision, as a Catholic and Marianist university, to become the finest private university in the region.

To achieve this, we are pledging ourselves to an even higher goal of
\$150 million

ST. MARY'S UNIVERSITY | The Catholic and Marianist University

- Blog post on MySA.com - <https://blog.mysanantonio.com/storystudio/the-defining-moment-comprehensive-campaign-gifts-bring-glory-to-a-st-marys-university-education/>



- Ongoing student focused ad messages

The visual appearance of these ads includes pops of gold and blue color and basket weave patterning (taken from the St. Mary's University logo), along with the use of graphic scrollwork that comes from the doors that graduates step through as they process across campus to their graduation ceremony. Dynamic photos of special architectural details and locations iconic to the St. Mary's University campus also frame the student photos and add a sense of history and place.

My Defining Moment

"St. Mary's taught me that the sky is the limit. If you put in the work, surround yourself with the right people and believe in yourself, nothing can stop you. St. Mary's has helped me prepare for my profession as well as understand the world around me."

— Sebastian Avila, Class of 2019
B.B.A. in Finance and Risk Management

ST. MARY'S UNIVERSITY | The Catholic and Marianist University
www.stmarytx.edu/definingmoment

My Defining Moment

"My St. Mary's experience means more than getting a degree — it means self-transformation. Through this transformation I became a leader and I found my vocation."

— Ximena S. Mondragon, Class of 2019
B.A. in Political Science

ST. MARY'S UNIVERSITY | The Catholic and Marianist University
www.stmarytx.edu/definingmoment

My Defining Moment

"I love that St. Mary's cares about others in the world. I enjoy serving and being appreciative of our blessings."

— Andrew Jazbani, Class of 2019

ST. MARY'S UNIVERSITY | The Catholic and Marianist University
www.stmarytx.edu/definingmoment

My Defining Moment

"I will continue the St. Mary's legacy by promoting Marianist values in law school and beyond."

— Hannah Odom, Class of 2019

ST. MARY'S UNIVERSITY | The Catholic and Marianist University
www.stmarytx.edu/definingmoment

My Defining Moment

"St. Mary's nurtured and brought out the best in me. It has given me the courage to say "Yes" to whatever God calls me to do."

— José Tapia Villaseñor, Class of 2019
B.A. in Speech Communication

ST. MARY'S UNIVERSITY | The Catholic and Marianist University

My Defining Moment

"At St. Mary's, there is a strong emphasis on faith formation and helping the community combined with preparing students for competitive positions in the workforce."

— Jennifer Baltazar-Salinas, Class of 2019
B.B.A. in Finance and Risk Management

ST. MARY'S UNIVERSITY | The Catholic and Marianist University
www.stmarytx.edu/visit

- Digital banner ads and social media ads

. THIS IS .

Our Moment

St. Mary's University surpasses campaign goal.

\$138 million

— and counting

. WE BELIEVE IN .

What is Possible

Our History. Our Moment. Our Vision to be *the finest.*

St. Mary's University Sponsored

Learn more about our story. We believe in what is possible.

Believe what is Possible.

BLOG.MYSANANTONIO.COM

Our History. Our Moment. Our Vision to be the finest.

LEARN MORE

St. Mary's University Sponsored

Our History. Our Moment. Our Vision to be the finest.

STMARYTX.EDU

This is Our Defining Moment

LEARN MORE



EVIDENCE OF SUCCESS

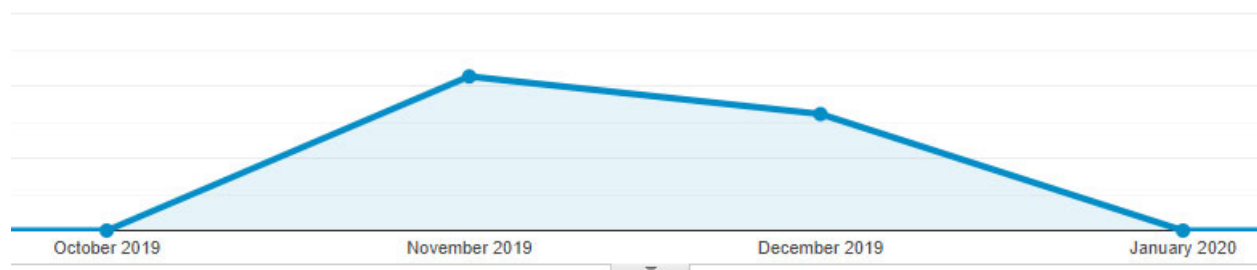
Overall, the results of the campaign have been great. We knew it would be hard to measure some of our goals for this campaign but were able to capture some analytical measures.

- Print ads ran in Today’s Catholic, San Antonio Express News, San Antonio Magazine, Playbill, and Texas Monthly, yielding more than 9 million reader impressions raising brand awareness across San Antonio.
- Social media ad placements generated a high amount of visibility and engagement within Facebook. Many comments, likes and shares were generated.
- The ads ran in the campus newspaper, *The Rattler*, and even though it is anecdotal, had positive reception from faculty, staff, alumni and students who read the University paper.
- Overall, the campaign’s visibility drove thousands of users to the webpage with a 163% increase year-over-year in page views. We also showed: Paid search traffic +4%, Social traffic +23%, Display traffic +9%; All three also had improvements to bounce rates and an average time on page of almost seven minutes (6:53).

From Google Analytics:

[ALL»CAMPAIGN: DefiningMoment – Increase in traffic from paid social media ads during fall blitz](#)

»SOURCE / MEDIUM: facebook / cpc



ALL»PAGE: www.stmarytx.edu/definingmoment/ -- Increase in overall traffic to Defining Moment landing page

