

The Campaign for University of Puget Sound: *Greater, We Ascend*

How Can I Support *The Greater, We Ascend* Campaign?

Your goal is to see belonging deepen into stakeholder ownership — which is often demonstrated by significant advocacy, volunteerism, and giving.

Source: Fundraising Campaigns in Higher Education: A Practical Guide for Governing and Foundation Boards

Advocacy

- **Hone Your "Why?"** Your connection to Puget Sound drives you to lead, and it's your most meaningful testament to the power of a Puget Sound education. Hone your why, and share it everywhere.
- **Listen to understand.** You're going to hear and feel pressures on the value of higher education and Puget Sound's impact. How will you respond?
- **Be a voice for Puget Sound.** The toolkit, pugetsound.edu/gwatoolkit, has resources that can help. Access campaign-related photos, logos, cases for support, talking points, milestones, and other resources via the toolkit.
- **Create content for social media.** Be sure to tag @univpugetsound and #greaterweascend.
 - Help us beat the algorithm. Like and share all of the university's social content. Colleagues will be posting on Instagram, Facebook, and LinkedIn during campaign launch and beyond.
 - Make a video! Tell your community why you believe in Puget Sound and why others should, too.

Volunteerism

- **Mark your calendar for Oct. 23-25, 2026!** We will celebrate the campaign launch during Homecoming and Family Weekend. Registration will be available this summer. We hope to see you (and your Logger circle) there.
- **Tailor your audience and invite them in.** Host an event at your venue of choice in your area. Contact Rebecca Harrison '01, associate vice president for university relations, at rharrison@pugetsound.edu to learn more.
- **Make an introduction.** Schedule a meeting. Join the ask. Partner with leadership on connecting the campaign to the change your Logger peers want to see in the world.
- **Join us for an event.** Visit pugetsound.edu/greaterweascend regularly for an updated list of campaign events. Be sure to visit pugetsound.edu/alumni for other ways to connect to the Logger community.

Giving

- **Help us get to 100% trustee participation.** Momentum begins at the leadership level and inspires others to follow. Make a stretch commitment that is personally meaningful to you. When we can say our trustees are unanimously committed, we strengthen every conversation that follows - with alumni, parents, foundations, corporations, and friends.
- **How will you make an impact?** Your care for Puget Sound is evergreen, just like the Puget Sound Fund. Each annual gift to the Puget Sound Fund is part of your total commitment to the campaign. This gift makes an impact today. An additional gift in support of a cause you care about will help sustain what makes Puget Sound exceptional and provide support that lasts for generations to come.
- **As trustees, we invite you to think even longer term.** Consider including Puget Sound in your estate plans or documenting an existing planned gift commitment. A legacy commitment signals enduring belief in Puget Sound and ensures your leadership extends well beyond this campaign.
- **Be unabashedly proud.** Your act of giving inherently invites others to join you. Share your commitment - in your small circles, in your community, on social media, and with MarCom. Tell your story. Let us tell your story.
- **Tell us.** You are the ears on the ground, and have invaluable insight into how Loggers perceive the campaign. What are you hearing? All feedback is valuable, even though not all of it is actionable.

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Frequently Asked Questions

1. The Strategic Vision

- **What is the core purpose of this campaign?**

This campaign is designed to celebrate Puget Sound's legacy, while igniting enthusiasm for our vibrant future. This campaign will advance the university [Leadership for a Changing World](#) strategic plan by funding projects that support educational excellence and our institutional distinction; enrich our learning environment through increased diversity, inclusion, and access; support and inspire our faculty and staff; enhance engagement with our community; promote environmental justice and sustainability; and fully leverage and expand our institutional assets.

- **Why is now the right time to launch?**

For over a century, Puget Sound has empowered generations of Loggers to pursue their passions through a rigorous education rooted in the tradition of the liberal arts. Today, we're preparing leaders to confront uncertainty with clarity, bridge divides with empathy, and drive positive change in a world that demands courage and creativity. The world needs Puget Sound graduates more than ever — and Puget Sound needs you.

2. Your Role as a Leader

- **What is my primary responsibility as a trustee during this campaign?**

Your role is to embody the mission of the university. This involves serving as an ambassador in your network, identifying potential partners, and demonstrating your own personal commitment through leadership-level and stretch commitments.

- **Am I expected to ask for money directly?**

Not necessarily. While some trustees enjoy making the "ask," your most valuable contribution is often [making introductions](#) and helping to cultivate relationships that the development team can then finalize.

3. Campaign Mechanics & Impact

- **How does this affect the Puget Sound Fund?**

We must maintain the Puget Sound Fund to ensure our daily operations remain strong while we build for the future. Consistent, annual support of the Puget Sound Fund is a crucial part of the success of the campaign and ensures the strength of the university's ongoing operations.

- **What does success look like beyond the dollar goal?**

Success includes strengthening our culture of philanthropy, increasing alumni engagement, and enhancing our national reputation.

4. Engaging with Prospective Donors and Volunteers

- **How do I respond to questions about [Tuition/Endowment/Current Issue]?**

Acknowledge the question and pivot back to the campaign's impact: *"While we are always working on [issue], this specific campaign is about ensuring that our students have access to [program] which is vital for [positive outcome]."*

Additionally, we have prepared some talking points that may be useful for responding to questions about the campaign, the [Leadership for a Changing World](#) strategic plan, and academic updates. Access the latest talking points in the resources folder on pugetsound.edu/gwatoolkit.

- **What naming opportunities are available as a part of the campaign?**

We offer a range of commemorative opportunities, from named endowments to physical spaces, allowing donors to create a lasting legacy. Contact the Office of Donor Relations to learn more about recognition levels and guidelines.

- **What are some other ways to become more involved?**

Attend campus or regional events. Join [Loggerlink](#). Consider opportunities available through the [Alumni Council](#). Contact the Office of Alumni and Parent Relations to learn more about ways to give back, engage with fellow alumni, and support the Puget Sound community.