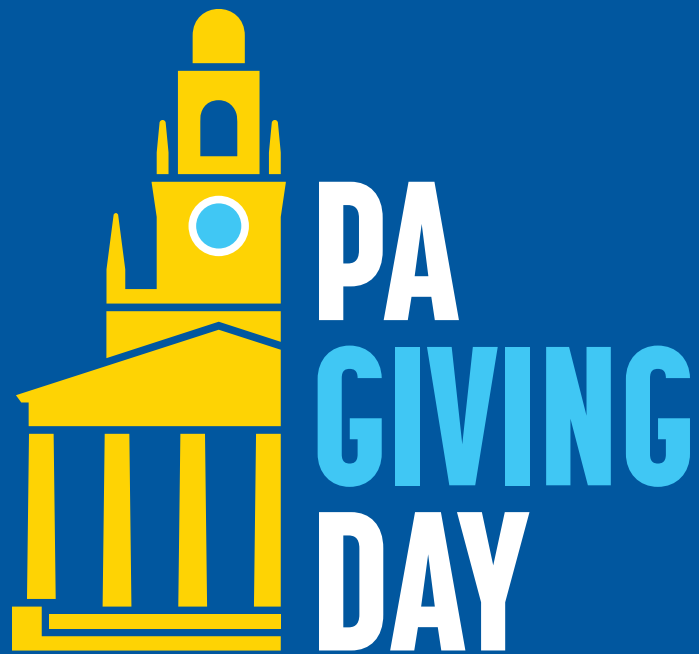


REBRAND OF PHILLIPS ACADEMY'S GIVING DAY



BEFORE

THE BACK STORY

As the biggest fundraising event of the year at Phillips Academy, PA Giving Day brings together our global community to make an impact for Andover. This online effort is fun and energetic—and rallies alumni, parents, grandparents, students, faculty, and staff toward a common goal.

Introduced in 2017, the original brand was built on the image of the iconic clock on Andover's flagship building, Samuel Phillips Hall. The clock logo, while clearly recognizable to audiences, felt flat and staid after several years of use, and campaign performance began to stagnate.

So, our team set out to invigorate the look and feel of PA Giving Day—and send our important event into a fresh new direction.



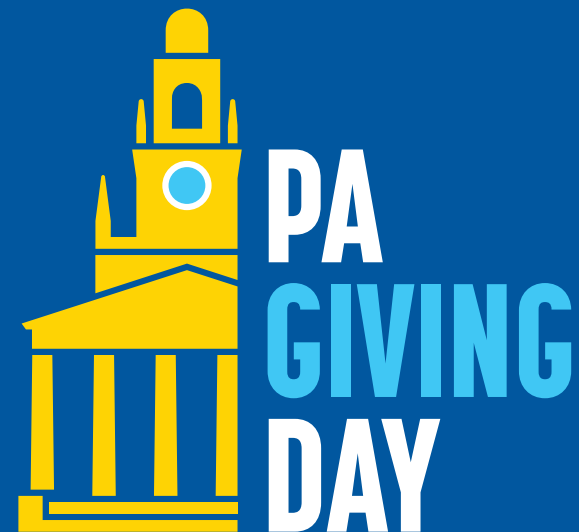
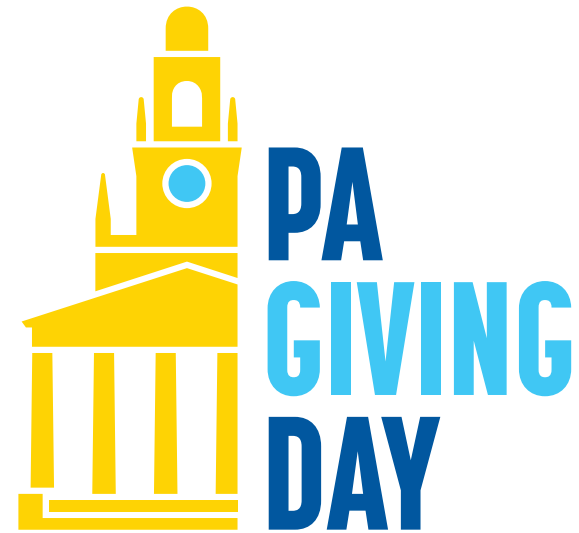
AFTER

THE REBRAND

Launched in 2022, the new PA Giving Day brand brings to life the energy and excitement of the campaign. The updated design is modern, fresh, and eye-catching, relying on our secondary color palette to add interest and vibrancy.

This logo alludes to Academy history and tradition with the illustration of Samuel Phillips Hall, and offers it through a current-day lens. The new treatment includes a nod to the iconic clock by presenting it in our light blue brand color, providing a throughline from the prior version to this one.

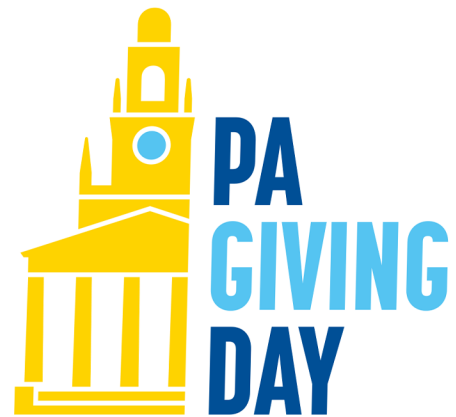
Internal stakeholders received the rebrand with enthusiasm, and external audiences responded with their strong support. PA Giving Day 2022 was the most successful giving day effort yet, raising more than \$2.4 million.



DIRECT MAIL

Our multichannel campaign included a direct mail piece, which provided the first opportunity for audiences to experience the new brand.

This card showcased the fresh treatment front and center and employed an offset trim on the front cover to reveal the “Support What You Love” tagline on the inside.



Support What You 

Make your early impact
andover.edu/PAGD



PA GIVING DAY IS MARCH 30!



Andover's annual day of giving is coming soon,
but you don't have to wait.

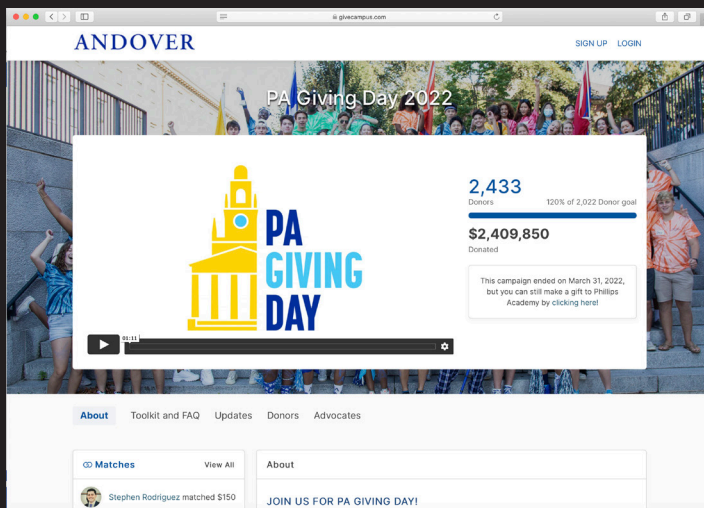
We invite you to make your gift now, and be counted among our first
PA participants. You'll help drive our success and build momentum for this
celebration of all things Big Blue.

Simply give to what matters most to you—share from the heart for Andover.

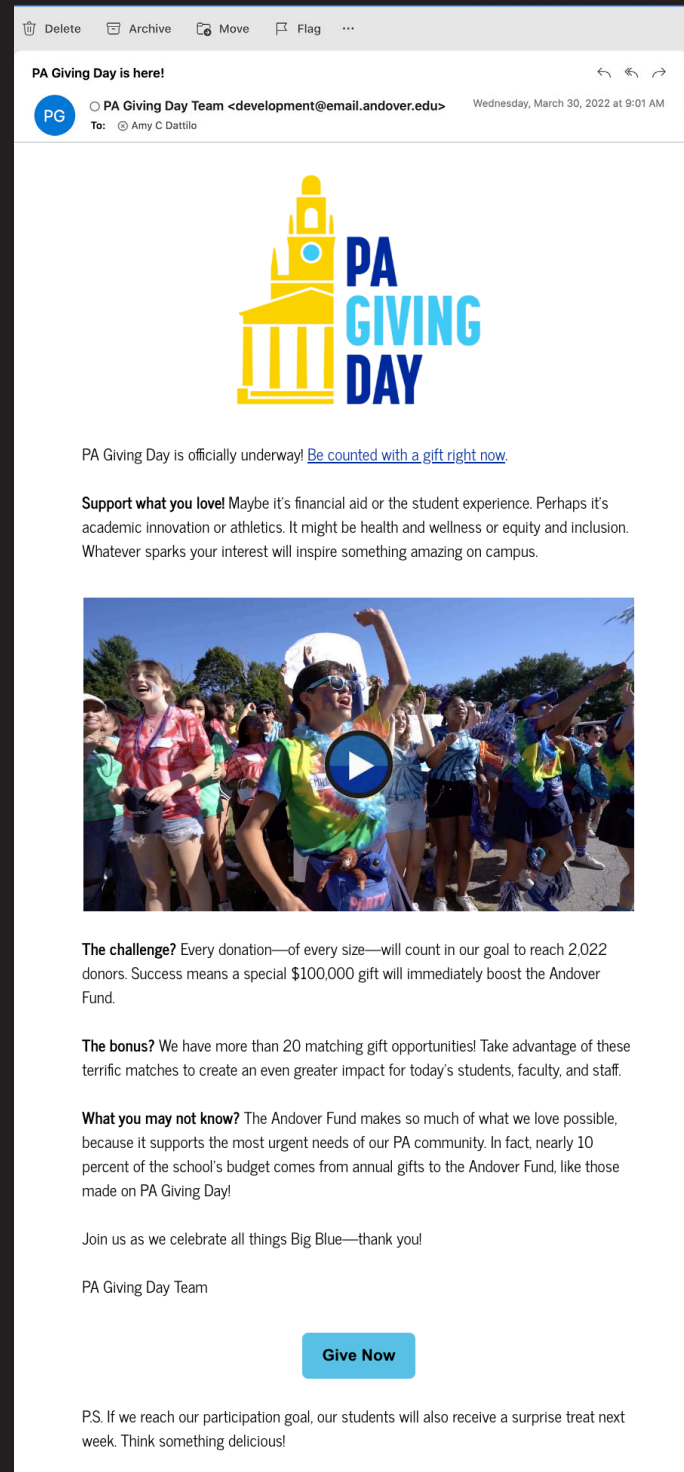
Support What You 

DIGITAL CAMPAIGN

The new brand proved versatile on our digital channels, providing strong visuals for our email series, our campaign webpage, and organic and paid social.



[GIVECAMPUS.COM/SCHOOLS/PHILLIPSACADEMY/PA-GIVING-DAY-2022](https://givecampus.com/schools/phillipsacademy/pa-giving-day-2022)



Support What You



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Phillips Academy

Mar 31 · 

We did it! Together we crossed the #PAGivingDay finish line with over 2,340 donors and more than \$2 million raised for #Andover! Your generosity will reverberate throughout the year. Sending you our Big Blue thanks—stay tuned for more as we tally the final numbers! <http://andover.edu/PAGD> #PhillipsAcademy #NonSibi



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2 comments 16 shares 