



THE HOPEFUL SELFIES

PROFILE DESCRIPTION

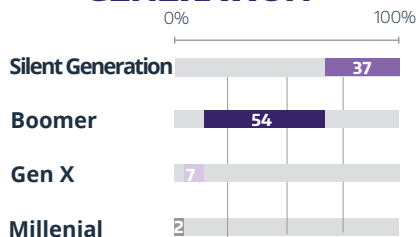
They have been personally impacted (self or close relative) by a disease/injury. They may or may not have had a good outcome, but they all want a better solution. In the case of genetic diseases, they may be concerned about sparing their children. They want to see a return on investment (a cure, better experience, more options).

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UW Medicine has some of the world's best researchers working on more effective treatments and cures for a number of deadly diseases.

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GENERATION

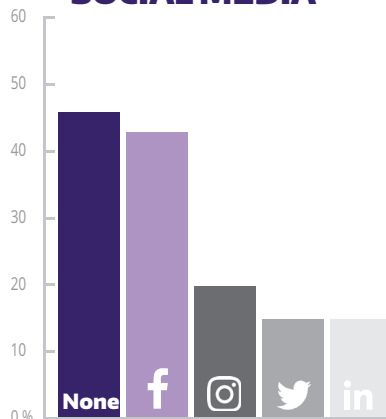


INFLUENCERS

70% A family member or loved one

53% UW Medicine faculty, researchers or physicians

SOCIAL MEDIA



GIVING MOTIVATION

To find a cure or treatment for a disease that has affected them or a loved one.

GIVING INTERESTS

Alzheimer's disease, cancer, traumatic brain injuries, heart, Parkinson's disease, multiple sclerosis, diabetes, ophthalmology, autism, clinical improvements and trials, endowed positions, gastroenterology, hematology and mental health.

PAIN POINTS

- May feel confused about where to make a gift given our interconnected relationships with other research organizations.
- Might not connect with Advancement if faculty or care team avoids philanthropy conversations.
- Feelings of grief or changes in their health or the health of a loved one may delay decisions to give.
- Specific asks may not resonate as they may like to feel in control of where and what they support.

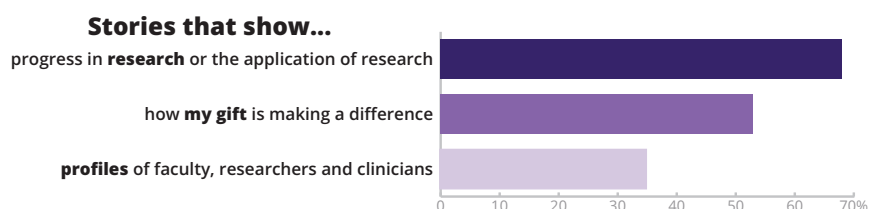
TONE

- Uplifting and hopeful
- Empathetic
- Action oriented
- Empowering and strong
- Urgent
- Cutting-edge
- Resolute

KEY MESSAGING

- Your caring gift is fast-tracking new cures and treatment options for yourself and others.
- You know how painful and ruthless this disease can be. Together, we can change that.
- Your support accelerates cutting-edge research that is moving us closer to finding permanent cures and better treatments.
- Together we can end this disease, so others don't have to suffer.

TOP THREE STORY PREFERENCES



Percentages do not equal 100% since respondents could select multiple answers.