



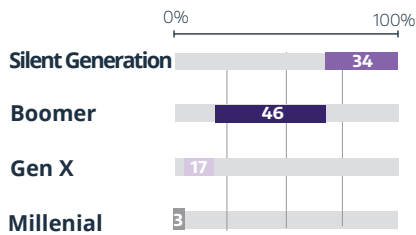
THE INNOVATORS

PROFILE DESCRIPTION

They give to advance moonshot research and support faculty who have radical ideas for solving big problems. They like to be on the frontier of innovation and want to keep that innovation happening here in the Puget Sound region. Similar to venture capitalists, they expect a return on investment, such as the creation of spin-off companies.

“
Excellent investment
in problem-solving
and research to better
everyone’s future.
”

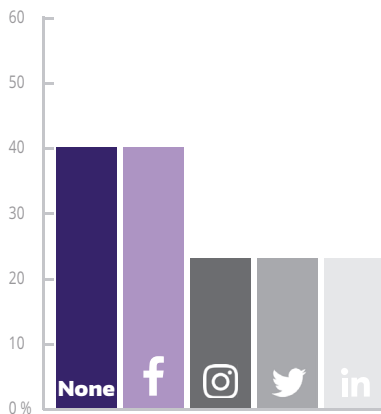
GENERATION



INFLUENCERS

- 52%** UW Medicine faculty, researchers or physicians
- 31%** A family member or loved one
- 26%** Peers
- 19%** Media/news

SOCIAL MEDIA



GIVING MOTIVATION

To advance life-changing research and help bring forth radical, bold solutions.

GIVING INTERESTS

The Institute for Protein Design, the Institute for Stem Cell & Regenerative Medicine, the Cancer Vaccine Institute, the Brotman Baty Institute, vaccine clinical trials, nephrology, Garvey Institute for Brain Health Solutions and basic sciences research.

PAIN POINTS

- Turned off by materials that are too detailed, text heavy or full of jargon.
- May get varying and competing recommendations.
- May expect an investment opportunity that is not brought to the table.
- Might feel frustrated if research they support pivots in a new direction.
- May desire more visible public recognition than they are getting.

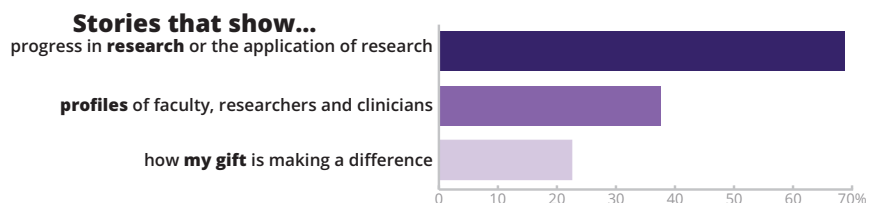
TONE

- Futuristic and transformational
- Urgent
- Exciting
- Credible
- Make them feel like an insider/early adopter (*first to know*)

KEY MESSAGING

- This is your chance to be an early investor in research that will transform the future of healthcare.
- Your investment makes big, bold solutions possible at UW Medicine.
- With your support, we are pushing the limits of what is possible and funding the most innovative, new ideas in medicine.

TOP THREE STORY PREFERENCES



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