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.”

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.

SOCIAL MEDIA

GENERATION
Silent Generation 34%
Boomer 46%
Gen X 17%
Millenial 3%

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

TOP THREE STORY PREFERENCES

Stories that show...
progress in research or the application of research
profiles of faculty, researchers and clinicians
how my gift is making a difference

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