

Opening a Building mid-COVID: Welcoming Campaign donors for a safe, personalized, and high-impact campus tour experience



Overview

Who: Leadership phase Lead On. campaign donors who qualified for a naming opportunity

What: Single-family, COVID-friendly, tours of new spaces, led by School Leadership

Where: Westminster's campus (which was blocked off to all visitors)

When: July 21st-August 21st

How many: 27 Tours completed

Why: To celebrate the generosity and impact of our early leadership donors



Tour invite materials

Tour invitation and subsequent follow up

WESTMINSTER

**LEAD
ON.** INSIDERS' TOUR

You're invited to celebrate the impact of your generosity with an individualized, socially-distanced sneak peek at the first **LEAD ON.** projects:

The historic renovation of Campbell Hall, construction of Hawkins Hall, and enhancements to Thompson Stadium.

Tours will run in June, July, and August, in accordance with CDC guidelines and current campus safety procedures.

Campaign Assistant, **Janie Spilman**, will follow up by phone to find a time that suits your schedule.

**If you are uncomfortable or unable to get to campus this summer, please do not worry! We look forward to celebrating with you when it is safe and convenient to do so.*

Janie Spilman <janiespilman@westminster.net>
to Davis, staceywnoell ▾

Thu, Jun 25, 2020, 2:22 PM ☆ ↶ ⋮ 🌐

Hi Davis,

I just left you a voicemail (from an 804 area code), but I also wanted to follow up with an email. Earlier this month, Westminster sent out an email inviting you for an Insiders' Tour Campbell Hall, Hawkins Hall, and Thompson Stadium. As the invite mentioned, I am reaching out to schedule your tour, should you be interested. Here are some perspective dates and times:

Monday, July 20th: 6:00-7:00
Tuesday, July 27th: 6:00-7:00
Wednesday, July 29th: 5:00-6:00 or 6:00-7:00
Thursday, July 30th: 5:00-6:00 or 6:00-7:00

If you could please let me know the following information:

-What date and time you prefer
-Who will be attending + email addresses of attendees (to grant them access to campus the day of the tour). To abide by Westminster guidelines, there can only be a total of 6 people on each tour, so please feel free to invite up to four people of your choosing (there will be three Westminster reps on your tour). Children under the age of 18 are not allowed.

If you have any questions, please give me a call back (804-836-9802) or send an email.

Once again, thank you for your generous investment in the Lead On. campaign and I hope to see you soon.

Best,
Janie



Prep Materials for tours

Talking points for tour route

TURN RIGHT and head towards stairwell on Pressly side of building.

STOP #2: "Typical" Classroom

- Stick head into classroom on right:
 - Point out intentional lighting (students can't NOT look at the board!)
 - Point out cell phone drawer, back pack racks
 - Point out dual projectors, to enable simultaneous group work
 - Comment on light, if it makes sense!
- Point out faculty work space across the hall; explain collaboration / office model
 - Interdisciplinary relationships and collaboration
 - Shared common space; six desks

GO DOWN STAIRS to Campbell Hall Level 1 using Stairwell closest to Pressly

Stop #3: By Tunnel entrance in Center of Level 1

- Comment on this being the "most improved space" ... if you remember Campbell basement before....
- Point out student collaboration spaces, some equipped with projectors
- Describe Level 1 as a super high way; place for kids to hang, collaborate, move through, designed for lots of flexible activity
- Perhaps stop in nook across from "bridge". If "Blueprint" installation is hung, point architectural sketches and their message of "everything is in process" to students
- Point out faculty pantry and emphasize residential feel of it

GO UPSTAIRS to Campbell Level 3, using Stairwell closest to Turner

No stops unless Donor's space is here

- Describe Level 3 as the quietest, more out of the way - but absolutely beautiful
- Point out printer, more collab space, laptop / shelf for students to stand and work

Email briefing to School leadership of tour schedule

Kellett and Kopecky Insiders' Tours

Janie Spilman <janiespilman@westminster.net>
to Keith, Emilie, Lauren, Bailey, Erin ▾

Tue, Jul 28, 2020, 8:39 AM

Keith, Lauren, and Emilie,

Please see details of the Insiders' Tours scheduled for Tuesday, July 28th.

5:00-6:00 Tour

Donor: Carol and Stiles Kellett

PMs: Keith and Lauren

Instructions: Please meet guests at the seal in front of Pressly; you will conclude the tour in front of Hawkins Hall

Named Space: Concessions Stand in Thompson Stadium

Westminster Staff in attendance:

- Logistics- Bailey Ward (239-989-9067)
- Photographer- Erin Dentmon (706-599-3228)

6:00-7:00 Tour

Donor: Blake and Chris Kopecky

PMs: Keith and Emilie

Instructions: Please meet guests at the seal in front of Pressly; you will conclude the tour in front of Hawkins Hall

Named Space: HH 307

Westminster Staff in attendance:

- Logistics- Bailey Ward (239-989-9067)
- Photographer- Erin Dentmon (706-599-3228)



Campus Access Email

This email was sent to each individual who came to campus from late July to late August

On Aug 20, 2020, at 10:33 AM, baileyward@westminster.net <noreply+5cfbefef9b1c51b7@formstack.com> wrote:

Dear Jim,

We look forward to seeing you this afternoon at 05:00 PM for your Lead On. Insider's Tour.

When you arrive on campus please present this email in print or on your phone to the security officer who will be pleased to allow you entry. Immediately upon entry please proceed to the health care provider who will conduct a short interview and take your temperature.

Parking Information: You will park in the new lot behind Campbell/Hawkins Hall. When you enter via the front gate, fork right at the first stop sign and follow the road to the right until you come to the parking lot behind Campbell/Hawkins Hall. You will see several reserved spots, and a Westminster staff member will be there to greet you.

Safety Attire: To ensure the safety of yourself and others we will require a mask during the tour. Westminster will provide you with one at the beginning of the tour, should you not bring your own.

Questions: Please contact Bailey Ward: (239) 989-9067

As always, thank you for your generosity and loyalty to Westminster.

Warmly,

Bailey Ward, Special Events Manager



Props for tours

Cookies

Included campaign branding and blueprint images of the buildings



Waters

Campaign branded water bottles



Masks

Westminster branded masks-on trend with COVID!



Props for tours, continued

Ribbon-Cutting

For each named space, a ribbon-cutting was set up

Personalized “Thank You” Display in Classrooms



Thank you to The Goizueta Foundation!



Personalized touches on Donor Tours



For a family who wanted multi-generational involvement. “Since we are part of Westminster and Westminster is a part of us, we want to leave a legacy. We have supported Westminster and look forward to the day that our son does his part too.” -Jessie and Tim Xia, P '24



Personalized touches on Donor Tours



For a donor who is a former executive at Starbucks



Personalized touches on Donor Tours



As donors to the athletic facilities, this tour involved showcasing some Wildcat spirit!



Other Fun Moments



Examples of donor feedback

Date: Tue, Aug 11, 2020 at 6:36 PM

Subject: Thank you!

To: Emilie Henry <emiliehenry@westminster.net>, Katie Laney <katielaney@westminster.net>

Emilie and Katie,

Thank y'all so much for a super special, intimate tour of the spectacular new facilities! We had no idea it was going to be just us...and with a photographer to record the extra fun ribbon cutting. We all agreed wholeheartedly in the car on the way home that every aspect of the construction and tour is impeccable. We are so excited for the kids, faculty, and Westminster's future. Sheffield once again asserted that his old classroom, now named for our family, is by far the best. Could not have been more stellar. Knowing you, no surprise, really, but more than we imagined. We love the masks and cookies too! And I'll reuse the cool "Lead On" water bottle.

Thanks for all your hard work, late hours, creativity, thoughtfulness and dedication. Look forward to seeing you again soon!

All the best,

Ellen

July 24, 2020
F. T. DAVIS, JR.
Dear Keith, Emilie and the welcome team,
Thank you all for the wonderful and extravagant tour of the new Campbell/Harding complex. You were perfect hosts. Both Winifred and I love good and functional architecture, and these buildings are both. I had to reflect that when I first went to class in Campbell Hall there weren't

as many teachers in the entire building as we had Westminster representatives in our group yesterday. I am most honored to have a classroom in the new complex named for me and our class of 1956. I'm certain that generations of Westminster students will enjoy and profit from their time there as we did. Thank you for all you are doing with and for my favorite school. Sincerely,
[Signature]

Post-Tour Touch Points

Thank you notes

- Sent individualized notes to each tour attendee prior to largest stewardship event of the year
- Included 1-3 pictures from their tour and note from School Leadership

Photo-sharing

- During the holiday season, sent each tour attendee with a named space their photo gallery

Lead On. Ribbon-Cutting Photos

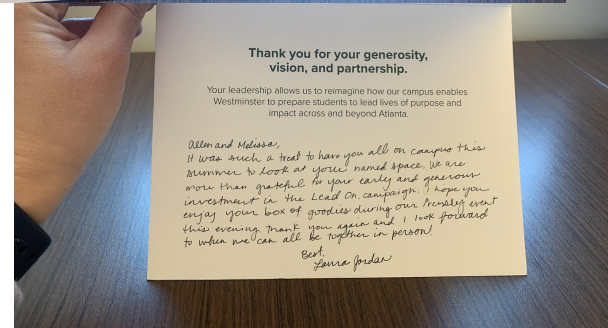
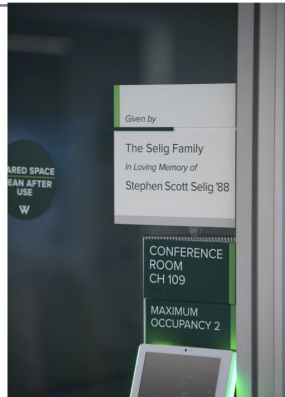
Dear Mr. Selig,

Thank you for your visionary investment in the Lead On. campaign. Please enjoy these photos taken at your Lead On. Ribbon-Cutting

[CLICK HERE TO ACCESS YOUR PHOTOS](#)

Please download these photos to your computer

One more heartfelt "Thank You!" for your transformative generosity, and best wishes from all of us at Westminster for a healthy new year!

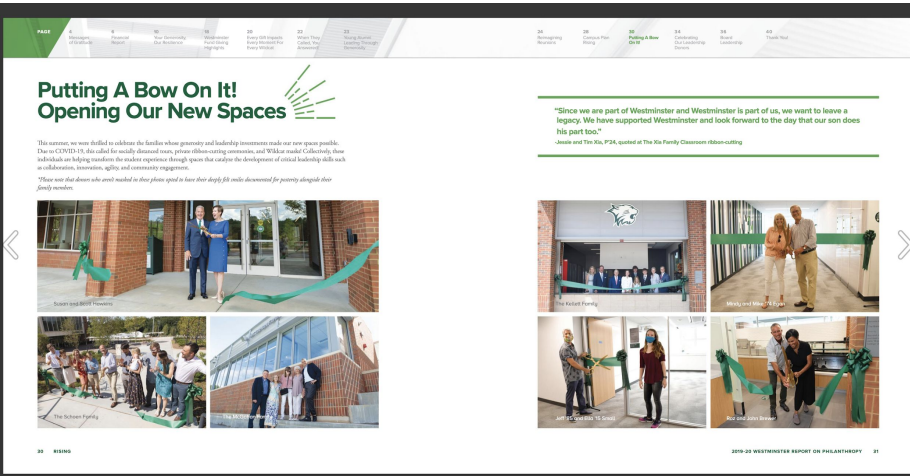


Donor Tours highlighted in Communications Campaign Newsletter

2019-2020 Annual Report

Campaign Newsletter

Celebrating Our Community's Generosity



Generous members of our community have helped make our new spaces possible through the *Lead On.* campaign. Many donors honored with naming opportunities celebrated during ribbon-cutting ceremonies in the summer and fall.

