

Marketing Campaign

WVU Day of Giving

 **WVU**Rockefeller
NeuroscienceInstitute



Campaign Overview

This campaign aimed to drive donor engagement and philanthropic support for the WVU Rockefeller Neuroscience Institute by highlighting its pioneering research, clinical excellence, and life-changing patient care.

The campaign was developed as part of WVU's annual Day of Giving, with focused efforts in both 2024 and 2025 to elevate RNI's visibility within the broader university initiative. Each year, the strategy centered on storytelling that connected donors to RNI's impact — from transformative patient outcomes to groundbreaking advances in neuroscience.

Through a coordinated mix of social media campaigns, targeted emails, and dedicated website features, both campaigns exceeded fundraising goals, with 2024 marking the most successful Day of Giving in RNI's history and 2025 building further momentum by deepening donor relationships and reinforcing RNI's role as a national leader in brain health.



Objective: Increase philanthropic support by highlighting RNI's groundbreaking work in brain health.

Strategy & Targeting: Focused storytelling across digital channels targeting alumni, donors, and neuroscience advocates.

Timeline: January – March 2024 and January – March 2025

Execution: Integrated campaign across social media, website content, and email marketing.

- Social media campaign spotlighting patient stories and RNI research.
- Email series with direct donor calls-to-action.
- Website landing page showcasing impact.



Results: The RNI had back-to-back record years for WVU Day of Giving, raising more than \$1 million (2025) and \$2.3 million (2024) to fund Alzheimer’s research, addiction treatment, mental health services, and other neurological conditions.



LEADERBOARD

Amount Raised Leaderboard

Which participating group will raise the most during WVU Day of Giving? Make a gift to your favorite area of WVU to help keep your group at the top of the leaderboard! The top 30 groups will win additional funding.

RANK	PRIZE	DEPARTMENT	RAISED
1	\$30,000	Statler College of Engineering & Mineral Resources	\$5,443,460.65
2	\$27,500	School of Nursing	\$2,728,578.50
3	\$25,000	WVU Athletics	\$2,479,972.41
4	\$22,500	Rockefeller Neuroscience Institute	\$2,333,726.75

