# Resonating Deeper with Harvard Alumni

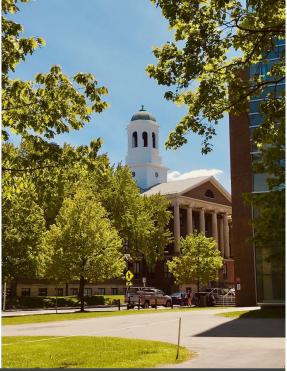




IN PARTNERSHIP WITH:

## OT20 N NAMTJAS

At Olson Zaltman, we provide world-class research that drives some of the biggest brands today. We specialize in accessing the authentic voice of the consumer and delivering clarity to brands on their unique value proposition and positioning through our work with Deep Metaphors<sup>TM</sup>



The Challenge: We found that Harvard Alumni Mental Frames Significantly Impacted Their Level of Contribution



The university was framed as being like a religion



#### more generous donors

giving to the university made donors feel like they were part of an important cause and helping like-minded people

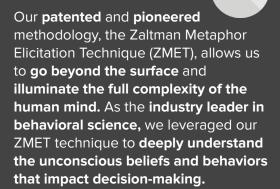
The university was framed <!/ as being like royalty



### less generous donors

giving to the university made donors feel like they were **paying a tax or a bribe** to a powerful authority

### The Methodology



# **Re-Framing** the Message

Uncovering and understanding the mental frames of Harvard donors led to Harvard Office of Alumni Affairs and Development re-framing their communications to ensure both mental frames resonated deeply with the broader mission.

## FROM:

"Harvard is internationally prominent"



TO:

"Harvard has international influence, and through your gift you can make a global impact"

#### **In-Depth Interviews** proud tradition"

ZMET®

We talked to Harvard alumni around the world to understand who these people are, their relationship with their alma mater, and their thoughts and feelings about making donations to Harvard University.

"Harvard has a long,

"Harvard receives financial contributions from some of the most prominent individuals in the

world"

"Harvard has long been an innovator and your gift can help the university continue to adapt attract the best and brightest minds."

"You can join a community of donors who come together as one to make Harvard one of the world's leading universities."