

Resonating Deeper with Harvard Alumni



IN PARTNERSHIP WITH:



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™



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



Our **patented** and **pioneered** methodology, the Zaltman Metaphor Elicitation Technique (ZMET), allows us to **go beyond the surface** and **illuminate the full complexity of the human mind**. As the **industry leader in behavioral science**, we leveraged our ZMET technique to **deeply understand the unconscious beliefs and behaviors that impact decision-making**.

In-Depth Interviews



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.

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”



“Harvard has a long, proud tradition”



“Harvard receives financial contributions from some of the most prominent individuals in the world”



TO:

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

“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.”