

Grinnell College

Production is underway to bring the Campaign for Grinnell College to key stakeholders via a two-year tour covering cities across the US. Following a series of in-person events and in response to limitations necessitated by COVID-19, the tour was recreated as a unique online experience that capitalizes on features demanded by remote viewing. An additional component to the re-imagined tour is an introduction to Grinnell's new president, who was first introduced with Level5's assistance via a live-stream telecast that featured several originally produced video presentations, widely covered in the news media. [Read more](#)

CHALLENGES:

- Launch Grinnell's first comprehensive campaign in 20 years without the benefit of traditional "return-to-campus" annual events
- Bring donors up to speed on major campus changes and initiatives
- Take the campus feeling and traditions to alumni and donors where they live
- Highlight the legacy of Grinnell's approach to a liberal arts education and the success of its alumni
- Announce leadership transition and continue to introduce the new president during time of crisis

SOLUTIONS:

- An event designed for portability and modular flexibility to accommodate different venues audience sizes around the country
- Local alumni hosts set the tone and remarks highlighted unique issues based on location
- Students and young alumni shared their stories through spoken word and musical performances
- Engagement Zones encouraged further exploration into campaign priorities
- Adapt event experience and content for virtual delivery platform

