



IMPACTING THE FUTURE

Strategic collateral to steward and strengthen an alumni community

CHALLENGE

In 2024, the School of Museum of Fine Arts at Tufts University revived its annual Impact Report tradition after a multi-year hiatus. With a coordinated strategy, the Impact Report, the undergraduate, and graduate viewbooks all got a full overhaul. Once our team completed the viewbooks (together with the admissions team), we knew that the stories in the Impact Report had to match the storytelling-led style. The SMFA at Tufts advancement team needed to share the normal statistics that an impact report promises, but they also wanted to bring the stats to life. With a tight budget and even tighter space for the printed version, they had to get the most they could out of every word; to thank their donors, draw in their alumni community, and give them a sense of the new dean's strategic vision for the School.

Working with Danna is a seamless experience, from discussing the goal of our Impact Report to brainstorming details for interviewing a donor or alumnus. Danna's intuitive understanding of the larger picture beyond the project has been critical in creating the groundwork for donor stewardship, audience development, and alumni engagement. Our Impact Reports for the last two years have elevated our presence and expanded our capacity to tell the story of SMFA at Tufts in a compelling manner. With so many demands on budgets and staff capacity, working with Danna has been one of the best investments our team has made over the last three years

Kelly Fantegrossi, *Director of Engagement and Alumni Engagement*

WHEN THE TEACHER BECOMES THE STUDENT

Reflecting on a decade of the SMFA FACULTY TRAVEL AND RESEARCH FELLOWSHIPS supported by Carol, Studio Diploma, A09, and Richard Daynard, and Lilly and Ted Yun

"AS AN EDUCATOR, I always felt this school was very special," said Carol Daynard, Studio Diploma, A09. "During the crisis I was a part of, I noticed how particularly kind and helpful the faculty were toward the students and how accepting they were of a wide range of learners."

Daynard dedicated her career to the public school system. A year after her retirement, she returned to the classroom to obtain her diploma in studio art from SMFA in 2009.

Part of Daynard's identity as an artist involves continuing to give back to SMFA.

She and her husband, Richard, established the SMFA Faculty and Travel Research Fellowships in 2014. The fellowships are granted annually to support faculty research and promote opportunities for exchange between SMFA faculty and other arts and cultural institutions, organizations, and peers. All the while, they increase awareness and interest in SMFA and bolster the strength of the faculty as practicing artists. In the decade since the grants were established, more than 60 faculty have benefited from the grants.



READ MORE ABOUT FACULTY TRAVEL AND RESEARCH GRANTS IMPACT

Cathy Lu, professor of the practice in ceramics. Work shown partially funded by Faculty Travel and Research Fellowships. Photo courtesy of the artist.

SOLUTION

We conducted interviews for four stories – from faculty to alumni to long-time donors – and used the results for both the short-form Impact Report and four feature-length pieces for the website. This way, the school's investment in the copy would be even more worthwhile–reaching additional audiences across platforms. We combined our decades of experience in art and design writing with the must-haves from the SMFA team to deliver an end product that has served as a conversation starter with incredible donors, alumni, and prospective students.