



# ADVANCING A SACRED TRADITION

Increasing engagement and views + streamlining content for a powerful annual campaign

## CLIENT

The Notre Dame Alumni Association works year-round to keep alumni engaged with the University with legendary results. Their work comes to a poignant culmination each year in their Advent season social media campaign: Sacred Stories. Each day of Advent, they share a video – of alumni, students, faculty or staff – that tells the story of that person's sacred and meaningful moment.



*Instagram post from Sacred Stories campaign*

## CHALLENGE

Over the past several years Sacred Stories had significantly grown in popularity, but so had the lift on the team to find, interview, schedule and film 25+ participants. Although they still handled the video production in-house, the team needed additional support with the content strategy and creation for the campaign. They needed well-thought-out copy that efficiently conveyed the meaning of each story and wasn't just a copy-paste across all five social platforms. Unlike many campaigns, there wasn't a conversion goal attached; they simply wanted these powerful stories spread more widely than years past, and for more people to engage and find meaning in the season.

## SOLUTION

We became a natural extension of the Alumni + Friends marketing and comms team, stepping in at their busiest time of year. We distilled the sentiment of each video into platform-appropriate captions, kept character counts top of mind, created hashtags, and ultimately scheduled out daily posts on each of the five platforms for all 25 days of Advent. We batched the copy in phases that allowed plenty of time for review and edits, which made the workload manageable and kept us on their tight timeline. Along the way, we were deeply moved by the unique stories and felt increasingly honored to be able to do our part to help share them.

# 40%

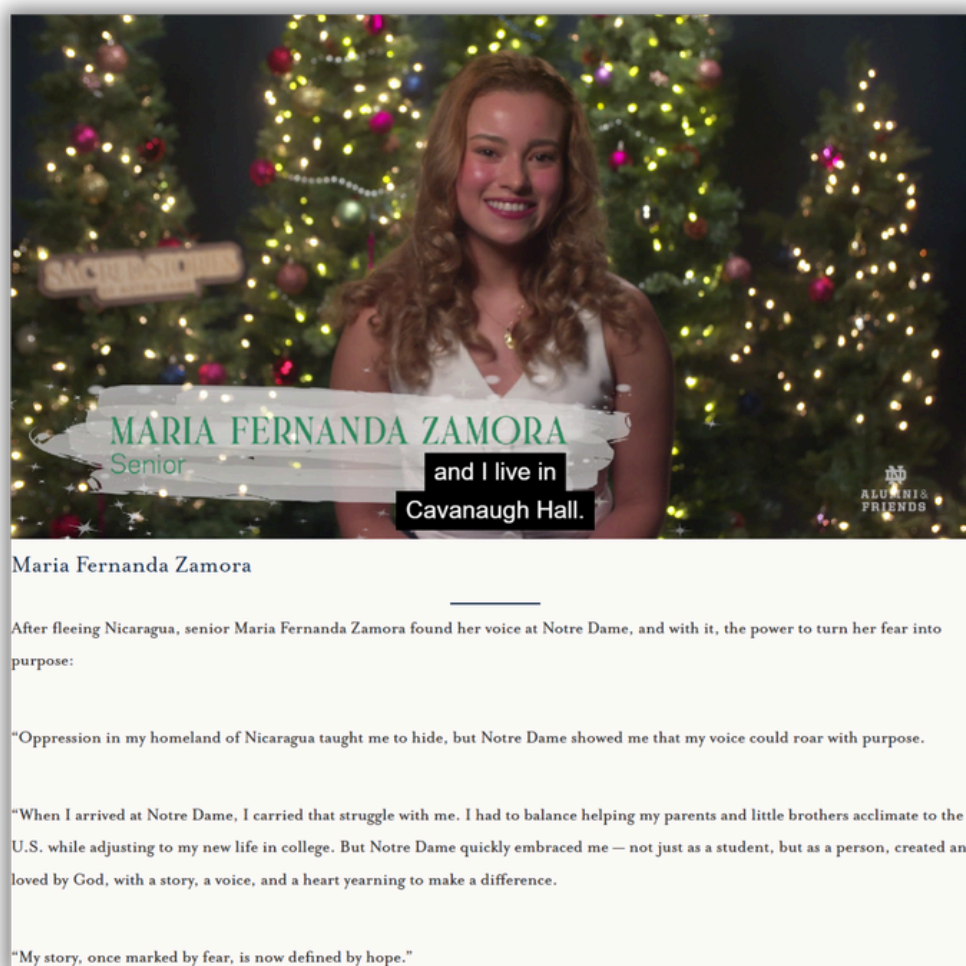
Increase in engagement  
year-over-year

# 68%

Increase in shares year-  
over-year

# 1 million+

Total campaign views



*Post on Notre Dame website*

In a recent team meeting, we all agreed that you were a remarkable partner (I'd use the word "prodigious" but that sounds a bit too contrived). We appreciated having your fresh set of eyes on all of our content, and the seamless method with which you work was so impressive. This meant so much to us, especially during a time when we were short-staffed.

- **Ti Lavers**, Senior Director, Marketing & Communications, Notre Dame Alumni Association