

Campaign: “Name a Hope Squirrel”

Hope College’s squirrels are adored members of the campus whom students have noted as adding to the Pine Grove’s positive atmosphere. We want to give a feeling of nostalgia back to young alumni through this campaign, and are also focusing on engaging students in philanthropic efforts while they are still at Hope.

Target Audience(s): Young Alumni and Current Students

Campaign Date Range: April 10 – June 30, 2024

Email Copy:

You might think we’re nuts, but we’ve been studying **squirrels in the Pine Grove. And you know what? They have a lot in common with Hope students!**

Squirrels are athletic, adaptable, intelligent, amazing problem solvers, determined, creative and ever scurrying around campus to get the job done.

Let’s not forget, **squirrels** love to hang out, make a little playful mischief and run around having fun.

Do something a little nutty and **name a Pine Grove squirrel**. You could be back in the middle of all the action on campus again. Without lectures, papers or exams, there’s no limit to the fun you might dig up!

Name a Squirrel Today (button)

OPTION #1

\$25 Gift

- Receive a digital certificate with your squirrel’s name

OPTION #2

\$50 Gift

- Receive a printed certificate with your squirrel's name
- Hope plush squirrel

OPTION #3

\$100 Gift

- Receive a printed certificate with your squirrel's name
- Hope plush squirrel
- Pair of Hope squirrel socks

On the checkout page, you can choose where you want your gift to go to help all Hope students: Hope Forward, Anchored Tuition or the Hope Fund.

Name Your Squirrel (second button, second design)