



36th Annual  
Educational  
Advertising  
Awards

2021



## Client: Saint Joseph's University Entry: Athletics Calendar Year End Campaign



Visit [sjuhawks.com/benefitschart](http://sjuhawks.com/benefitschart) to discover the benefits you can receive for supporting your favorite SJU team.

**Help Us Stay in Touch!**  
Has any of your contact information changed? Stay connected by providing your most up-to-date details.

Name \_\_\_\_\_  
Class Year \_\_\_\_\_  
Home Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_  
ZIP Code \_\_\_\_\_  
Preferred Phone \_\_\_\_\_  
 Home  Cell  Business  
Preferred Email \_\_\_\_\_  
Employer \_\_\_\_\_

**Matching Gifts:**  
Your gift could be doubled or tripled! Check with your (or your partner's) HR department to see if your contribution is eligible for matching gift benefits.  
My matching gift form:  Is enclosed  Will be sent

I have included Saint Joseph's University Athletics in my estate planning.  
 Please send me information about including Saint Joseph's University Athletics in my will.  
 I wish to remain anonymous.

21HAFBB



Creative Lead, Copy: Rachel Weeks

Creative Lead, Design: December Lambeth

Writer: Eric Hart

Designer: Jolie Baskett

# Best In Show

2021





## Client: Saint Joseph's University Entry: Athletics Calendar Year End Campaign



Visit [sjuhawks.com/benefitschart](http://sjuhawks.com/benefitschart) to discover the benefits you can receive for supporting your favorite SJU team.

**Help Us Stay in Touch!**  
Has any of your contact information changed? Stay connected by providing your most up-to-date details.

Name \_\_\_\_\_  
Class Year \_\_\_\_\_  
Home Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_  
ZIP Code \_\_\_\_\_  
Preferred Phone \_\_\_\_\_  
 Home  Cell  Business  
Preferred Email \_\_\_\_\_  
Employer \_\_\_\_\_

**Matching Gifts:**  
Your gift could be doubled or tripled! Check with your (or your partner's) HR department to see if your contribution is eligible for matching gift benefits.  
My matching gift form:  Is enclosed  Will be sent

I have included Saint Joseph's University Athletics in my estate planning.  
 Please send me information about including Saint Joseph's University Athletics in my will.  
 I wish to remain anonymous.

21HAFBB



Creative Lead, Copy: Rachel Weeks

Creative Lead, Design: December Lambeth

Writer: Eric Hart

Designer: Jolie Baskett

Gold  
2021





## Client: Agnes Scott College Entry: Search Campaign



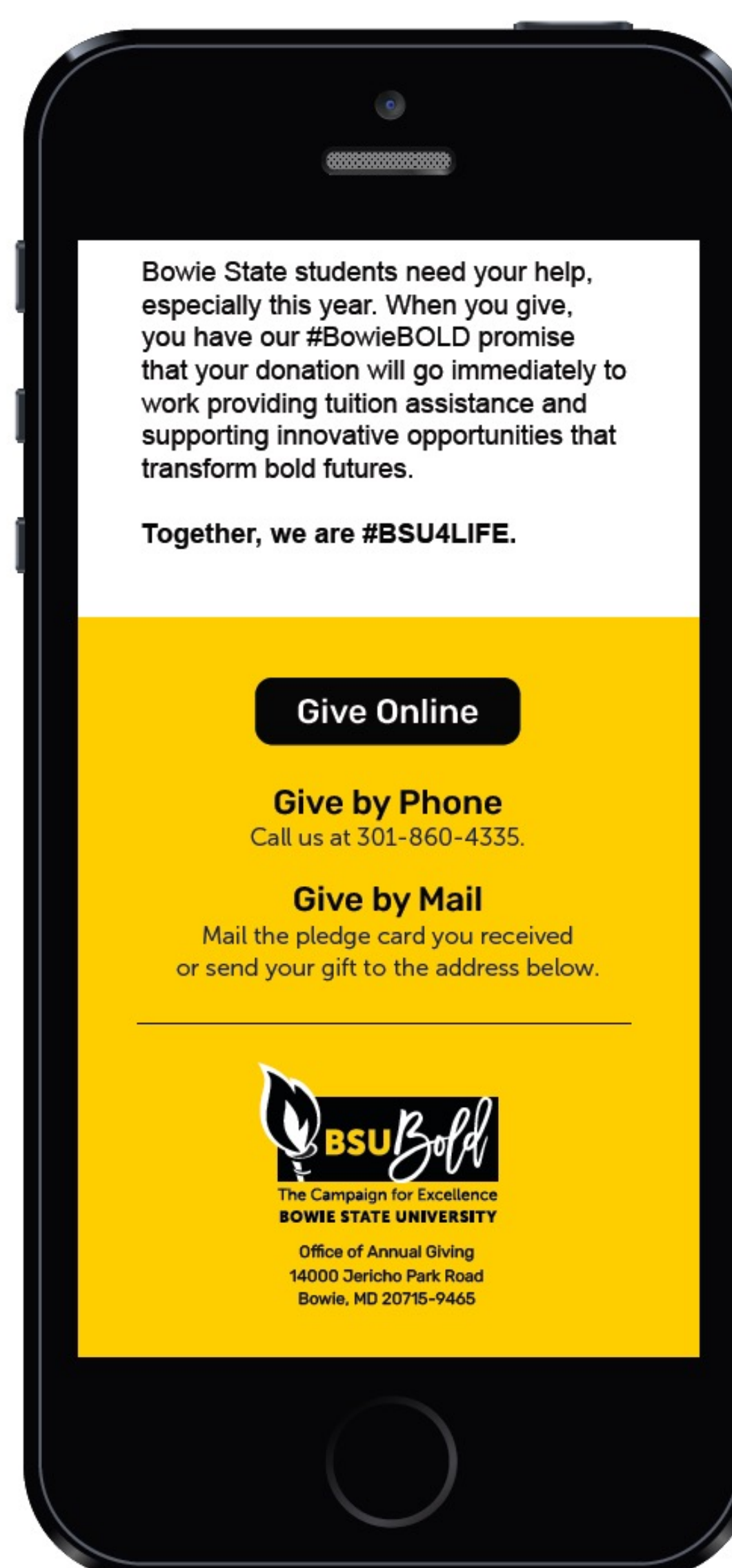
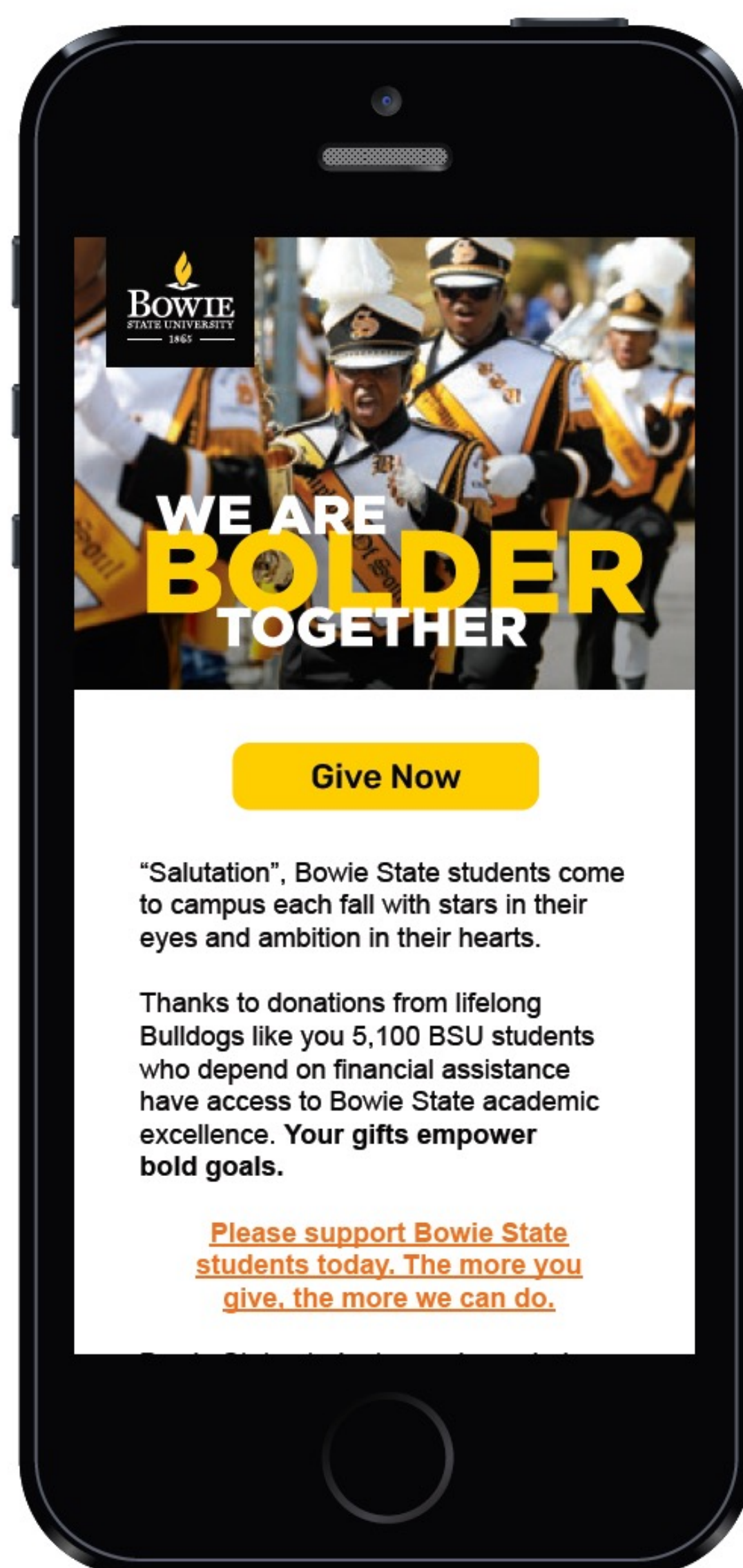
Creative Lead: Steve Maxfield  
Writer: Sara Brace  
Designer: Breanna Stephenson

Gold  
2021





## Client: Bowie State University Entry: Fall Appeal Email Solicitation



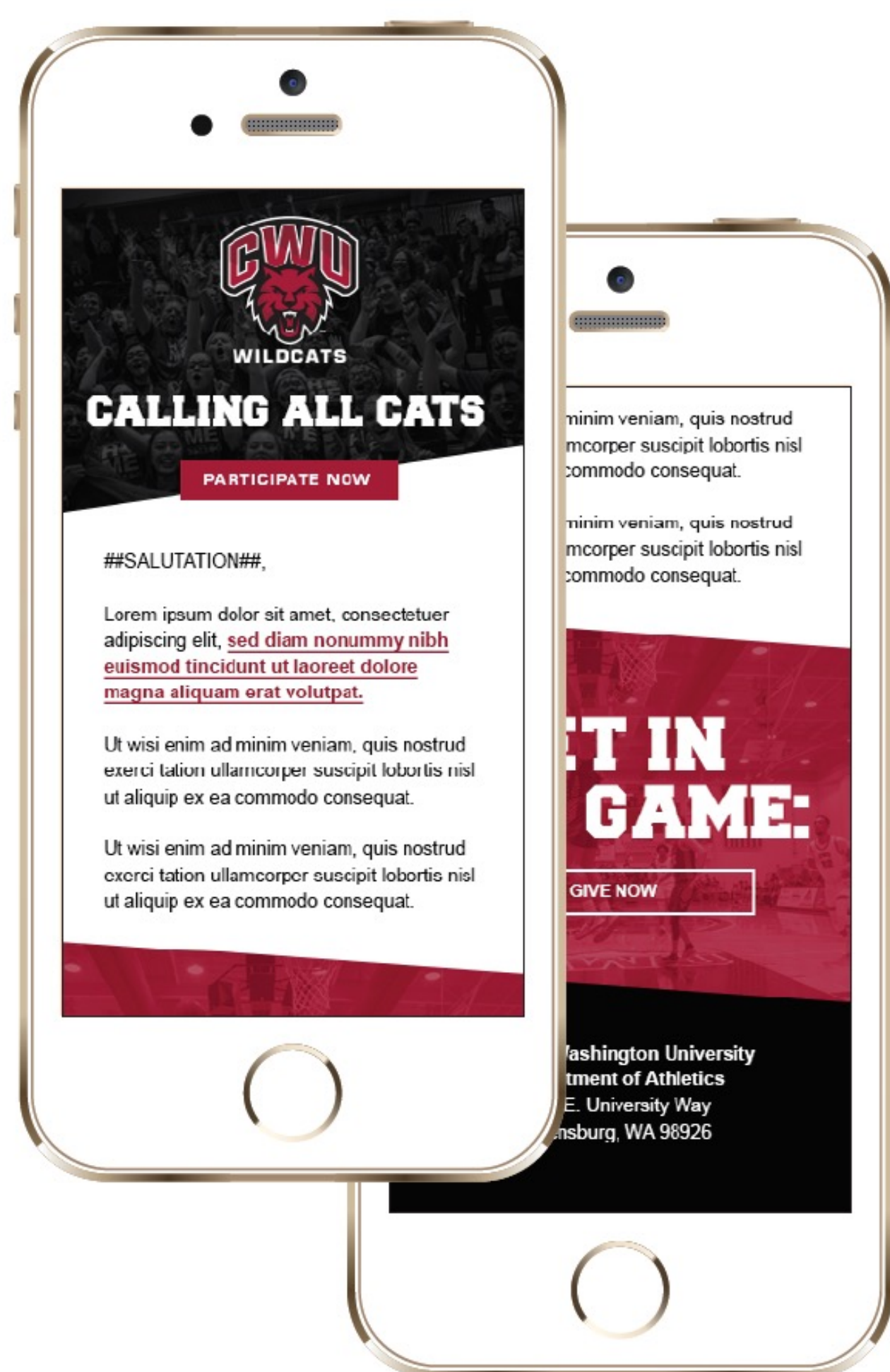
Creative Lead: Cameron B. Mueller  
Writer: Billie R. Barker  
Designer: Andrea Castek

Gold  
2021





## Client: Central Washington University Foundation Entry: Alumni Challenge Campaign



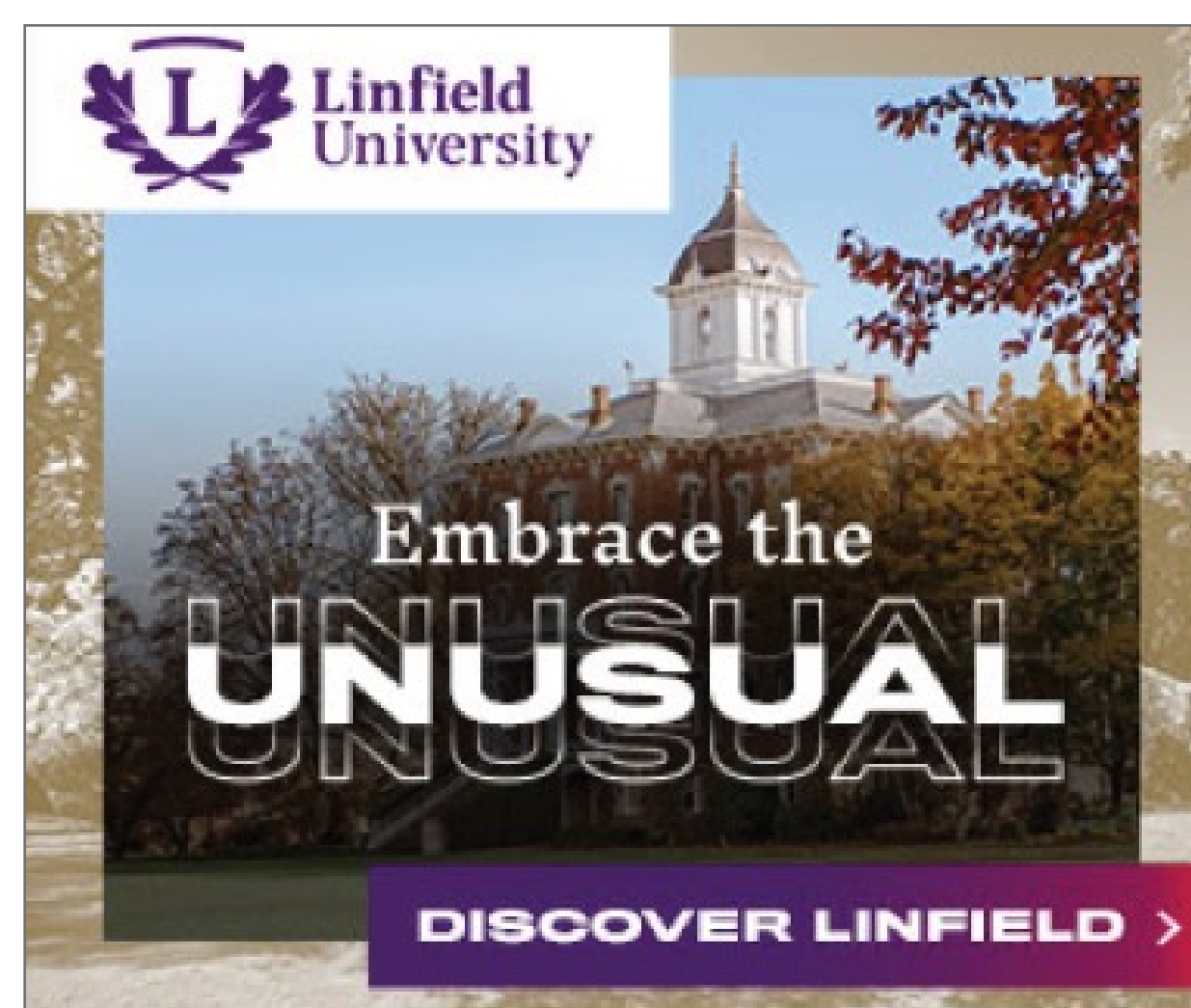
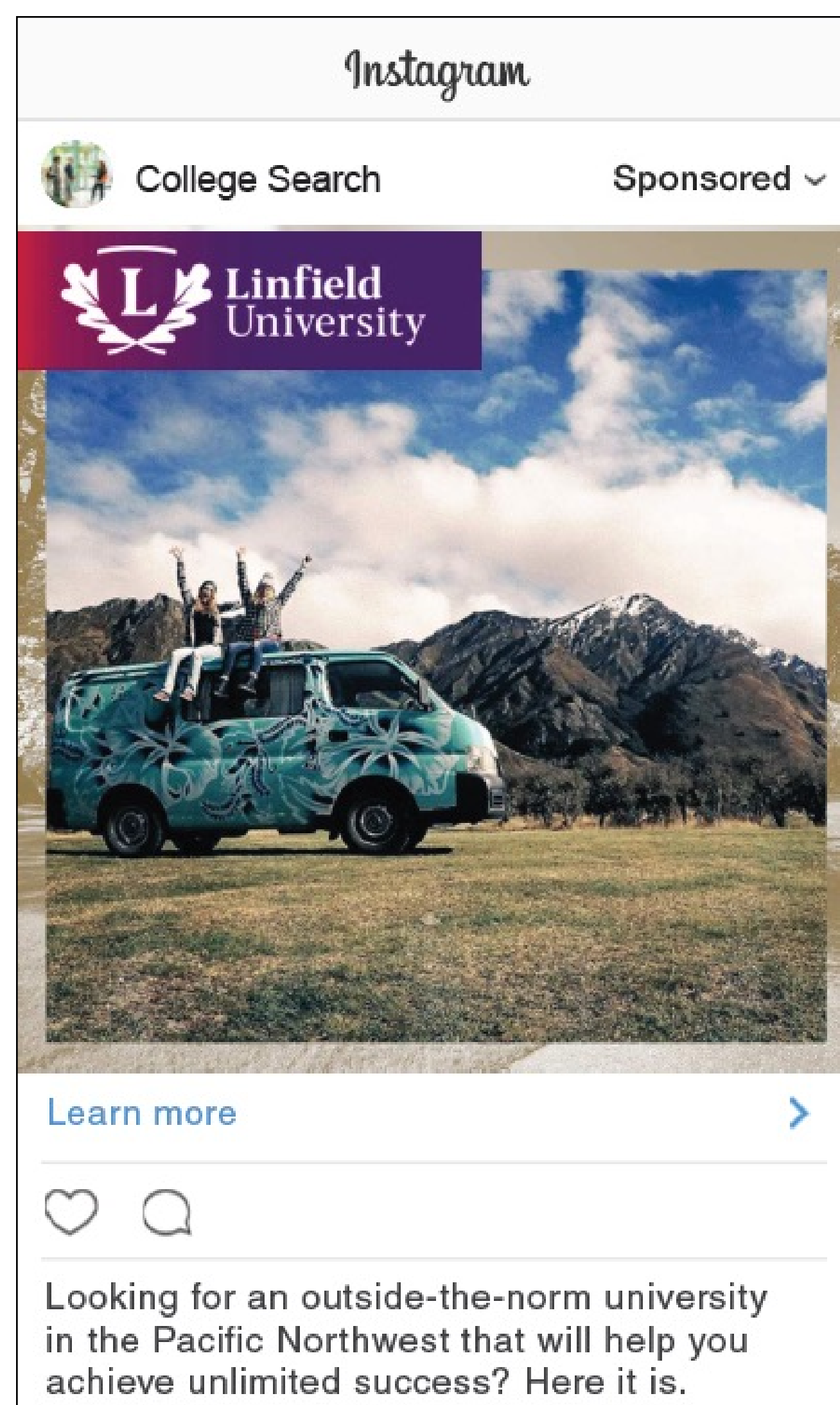
Creative Lead: Amber Hoy  
Writer: Jordan Ludwig  
Designer: Alex Toszegi

Gold  
2021





**Client: Linfield University**  
**Entry: Search Campaign**



**Creative Lead: Steve Maxfield**  
**Writer: Dan Digmann**  
**Designer: Breanna Stephenson**

Gold  
2021





## Client: Mount Vernon Nazarene University Entry: Demand Builder Campaign



### NOW, MORE THAN EVER, IN A WORLD THAT NEEDS A LITTLE BRIGHTNESS, WE'RE HERE TO HELP YOU SHINE.

At Mount Vernon Nazarene University, you'll explore everything a top-quality liberal arts university has to offer as you follow your path to a career you'll love. You'll work closely with keynote speakers. Published authors. Fulbright Grant winners. In other words: cool professors.

And with no more than 20 students in most of our classes, you'll have more time to get to know those cool professors and for them to get to know you. That means more office time, mentorship, and coaching. That could mean more chances to present your research at a symposium. Or connections to internships at places like JPMorgan and Nationwide.

Join us on our picturesque campus and enjoy fellowship and fun with free music, food and games at events like SeaFest and Oktoberfest. Exercise body and spirit hiking on the Kikobing Gap Trail, working out at our state-of-the-art fitness facilities and giving back a little more through one of our many campus ministries.

**MVNU IS YOUR PLACE TO SHINE!**  
We can't wait to see all you'll do here.

### 900+ STUDENTS LIVE ON CAMPUS

You'll enjoy a 228 sq. ft. dorm room, all-you-can-eat dining, free laundry, a supportive community and plenty of friends.

### 20 VARSITY ATHLETIC TEAMS

Our Ariel Arena is a 68,000-square-foot venue that houses three full-size athletic courts and state-of-the-art fitness and weight rooms.

### CAN YOU AFFORD TO BE BRILLIANT? ABSOLUTELY!

We award \$37 million each year in scholarships, grants and other financial aid. It's why MVNU is ranked 2nd for lowest average student debt in Ohio by LendEdu.com (2019) and in the Top 5% Best Colleges for the Money by CollegeFactual.com.

*Let us show you even more when you connect with us using the methods on this brochure.*

NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES

**BUSINESS REPLY MAIL**  
FIRST-CLASS MAIL PERMIT NO. 1344 CEDAR RAPIDS, IA  
POSTAGE WILL BE PAID BY ADDRESSEE

MOUNT VERNON NAZARENE UNIVERSITY  
EXCLUSIVE PROCESSING CENTER  
PO BOX 2147  
CEDAR RAPIDS, IA 52606-9079

Creative Lead: December Lambeth  
Writer: Regina Gilloon-Meyer  
Designer: Sawyer Phillips

Gold  
2021







Client: Phi Theta Kappa Foundation  
Entry: Fall E-Newsletter



Creative Lead: Cameron B. Mueller  
Writer: James R. Heggen  
Designer: Isabelle Edwards

Gold  
2021





## Client: University of Arizona Entry: "Wildcats" Email Campaign



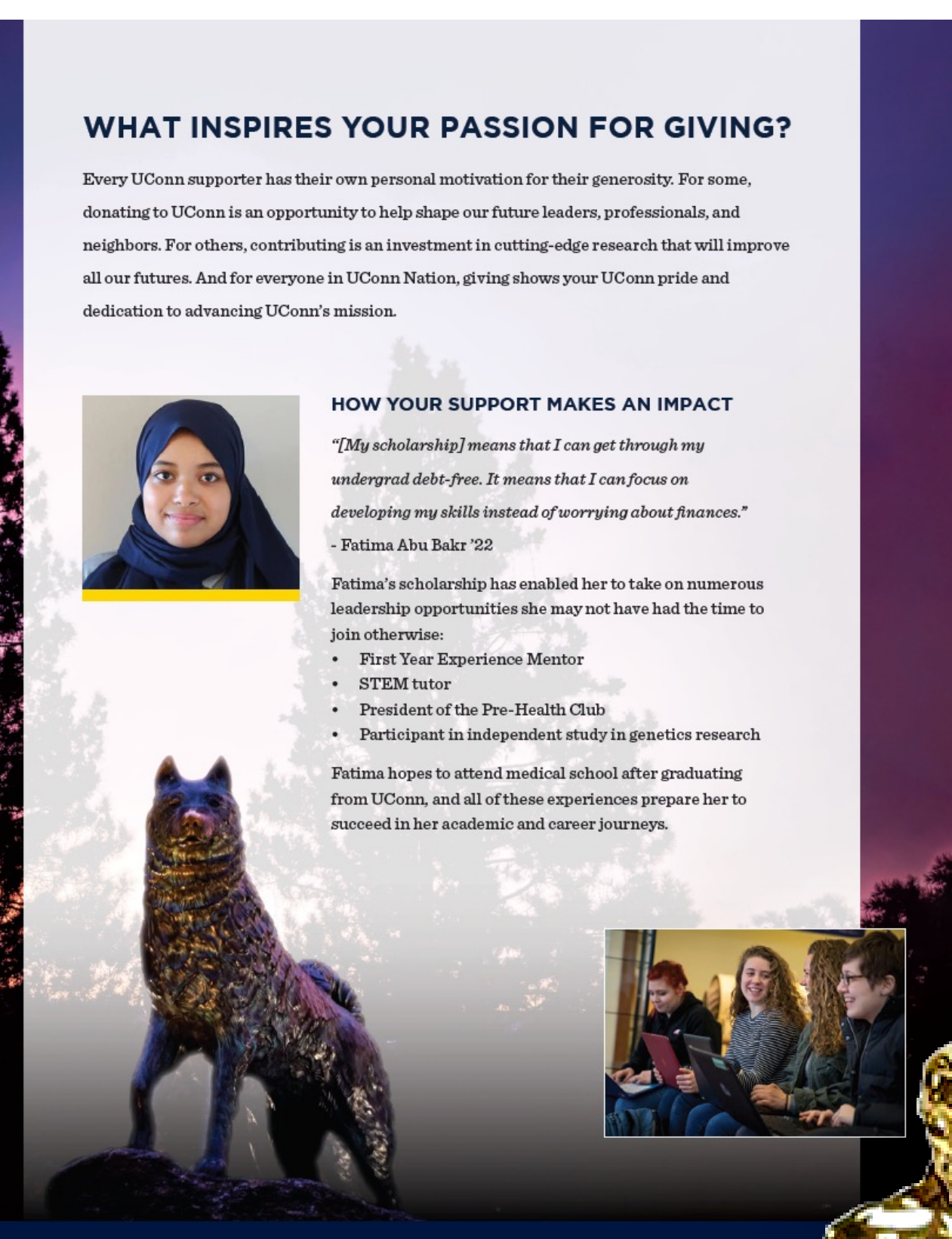
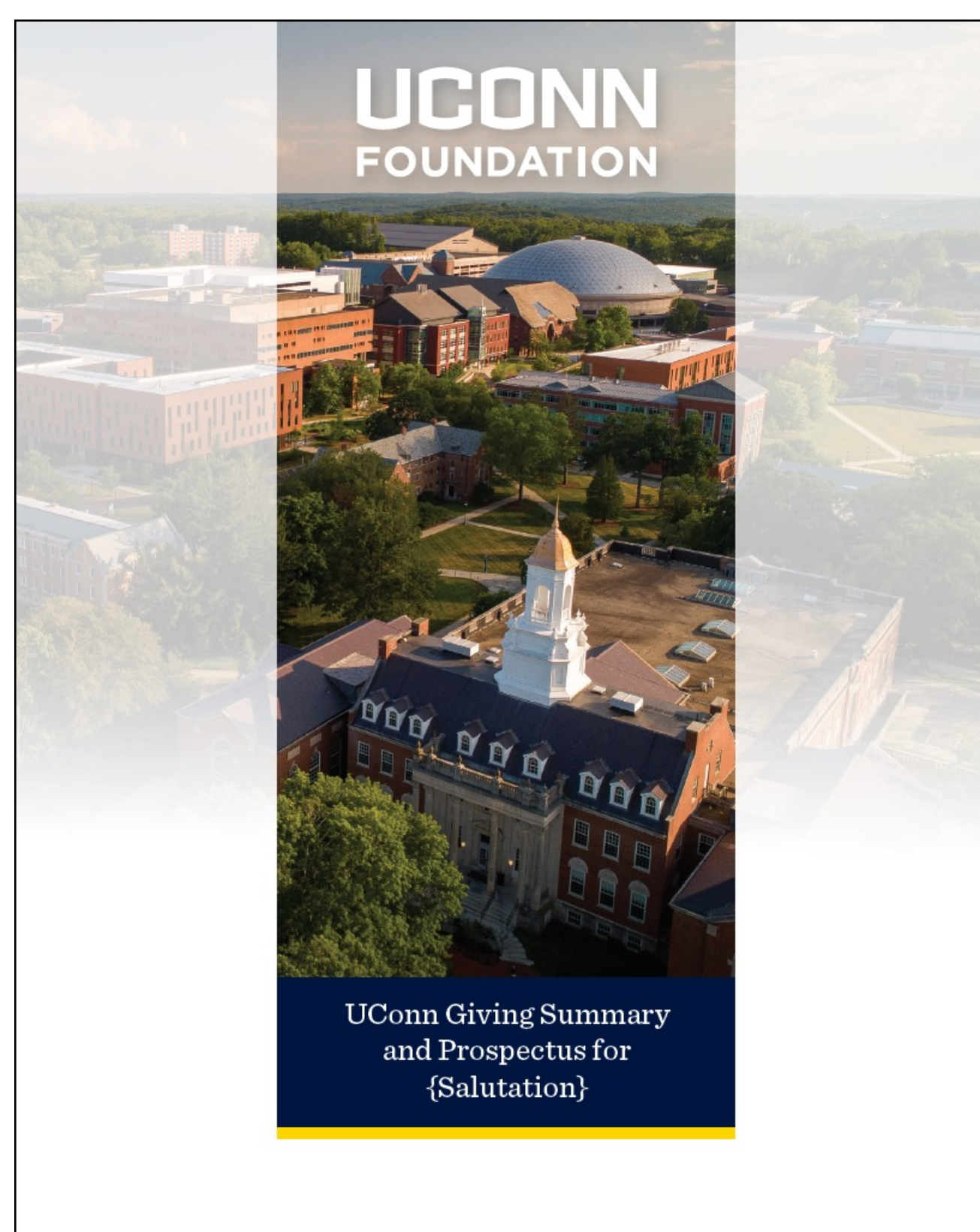
Creative Lead: Bethany Chatterton  
Writer: Chad Cooper  
Designer: Bethany Chatterton

Gold  
2021





## Client: University of Connecticut Foundation Entry: Prospectus Campaign



Creative Lead, Copy: Amber Hoy  
Creative Lead, Design: December Lambeth  
Writer: Meredi Wagner-Hoehn  
Designers: Mike Hunstad, Shannon Blazek

Gold  
2021





## Client: California State University Long Beach Entry: Year End Appeal Letter

**'Tis the season to give thanks and give back**

*"I have peace in my heart, which is something I haven't had for quite some time now. This has been a blessing that I wasn't counting on. I'm just so overwhelmed with the love and support that I have received to help me succeed in school and in life." - Carrie, current CSULB student*

Supporters of the Beach Fund keep our campus thriving as we look forward to 2021.



CALIFORNIA STATE UNIVERSITY  
**LONG BEACH**  
6300 E. State University Dr. #324  
Long Beach, CA 90815

{Mail\_Name}  
{Address1}  
{Address2}  
{Address3}  
{City}{State}{ZIP}

**Give the gift of education**

**HELP US STAY IN TOUCH!**  
Has any of your contact information changed?  
Stay connected by providing your most up-to-date details.

Name: \_\_\_\_\_  
Home Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

**MATCHING GIFTS:**  
Your gift could be doubled or tripled! Check with your (or your partner's) HR department to see if your contribution is eligible for matching gift benefits.

My matching gift form:  Is enclosed  Will be sent  
Employer: \_\_\_\_\_

I have included CSULB in my will/estate plans  
 Please send me information about including CSULB in my will/estate plans

Creative Lead: Amber Hoy  
Writers: Cameron B. Mueller, James R. Heggen  
Designer: Isabelle Edwards

Silver  
2021





## Client: Trinity Christian College Entry: "The World Needs You" Direct Mailer



Creative Lead: Bethany Chatterton  
Writer: Jim Krajewski  
Designer: Kristin Linnell

Bronze  
2021





Client: Mount St. Mary's University  
Entry: "Live Significantly" Direct Mail

<sequence>

## dream LIMITLESSLY

More than 98% of our students  
are employed or in grad school within  
one year of graduation.

**What will you accomplish,  
<Firstname>?**

At the Mount, you'll discover your purpose while gaining professional experience in order to create both a career and life that matter. And you'll find inspiration everywhere you look on our picturesque campus situated among the Catoctin Mountains.

apply online at  
[msmary.edu/apply](http://msmary.edu/apply)

16300 Old Emmitsburg Road  
Emmitsburg, Maryland 21727  
800-448-4347 | admissions@msmary.edu

Ready to realize your potential,  
<Firstname><Lastname>?

<Address 1>  
<Address 2>  
<Address 3>

RNL  
Proprietary & Confidential

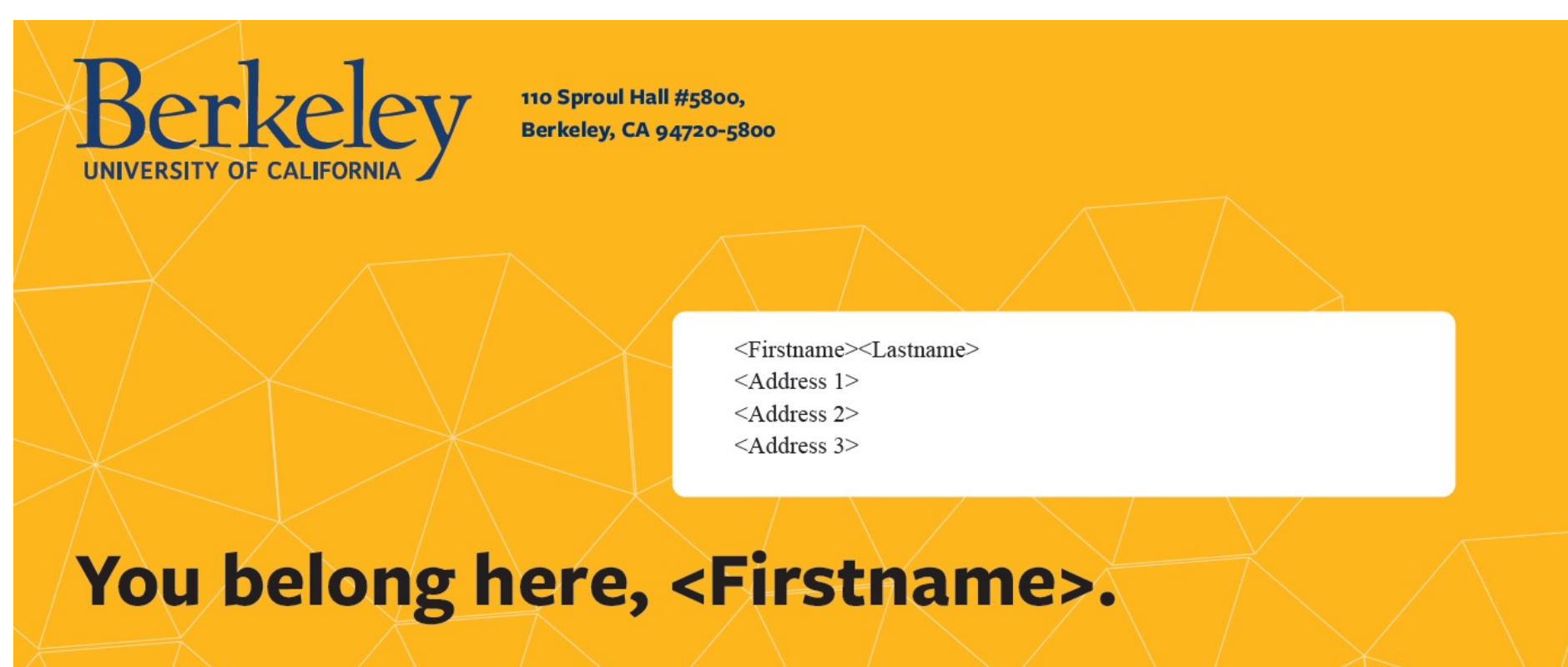
Creative Lead: Steve Maxfield  
Writer: Chad Cooper  
Designer: Rebecca Benedict

Bronze  
2021





Client: University of California, Berkeley  
Entry: "Discover Yourself" Direct Mail



Creative Lead: Justin Milligan  
Writer: Chad Cooper  
Designer: Mike Hunstad

Bronze  
2021





Client: Austin College

Entry: Calendar Year End Holiday Card



Creative Lead: Rachel Weeks  
Writer: Meredi Wagner-Hoehn  
Designer: Heidi Schmidt

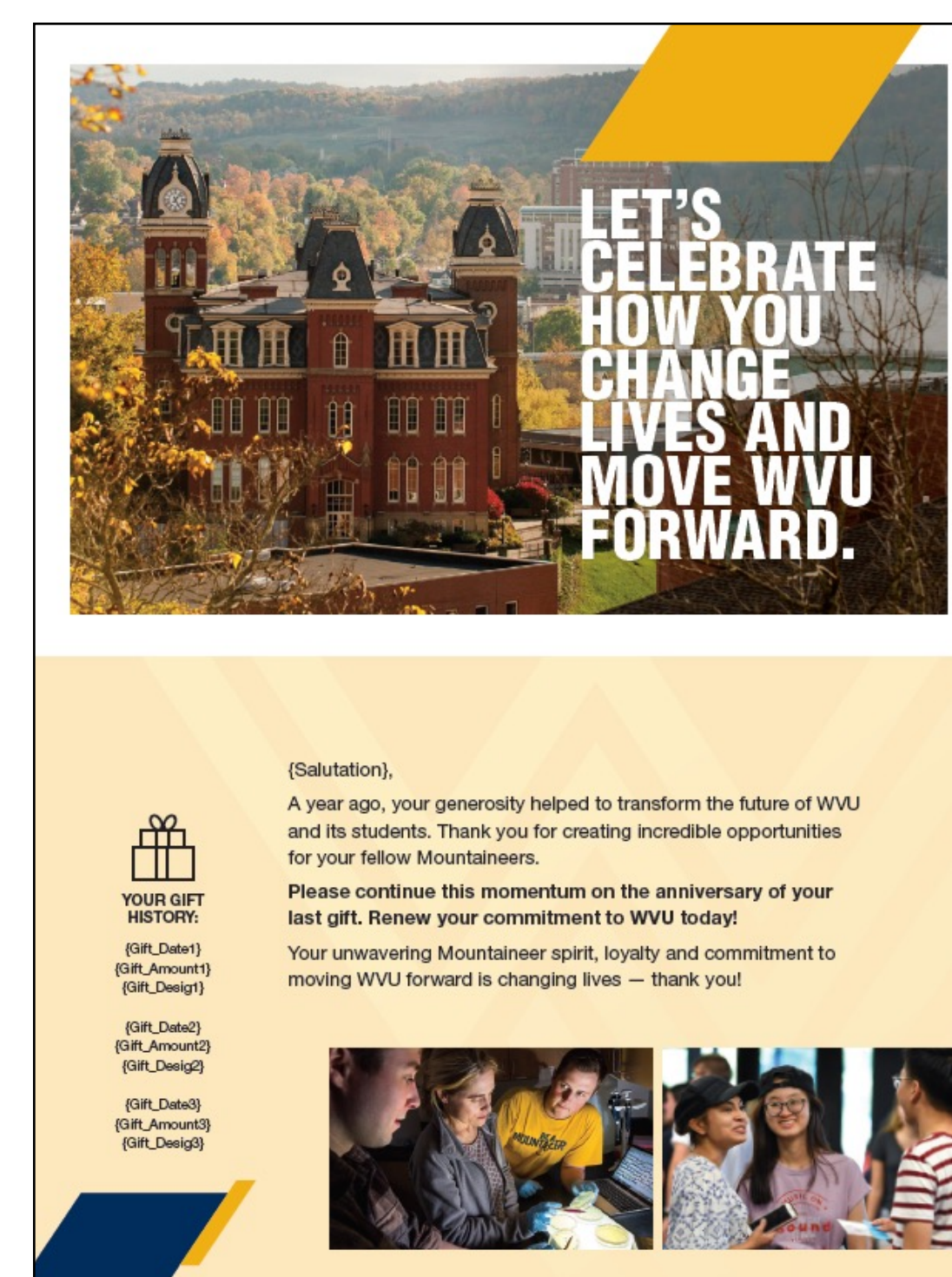
Bronze  
2021







Client: West Virginia University Foundation  
Entry Title: 2020 Campaign



Creative Lead, Copy: Amber Hoy  
Creative Lead, Design: December Lambeth  
Writers: Eric Hart, Jordan Ludwig  
Designers: Mike Hunstad, Shannon Blazek

Merit  
2021





## Client: Weber State University Entry: Total Recruitment Package



Creative Lead: Steve Maxfield  
Writer: Chad Cooper  
Designer: Alex Toszegi

Merit  
2021





## Client: Austin College Entry: "Roos" Direct Mailer



Creative Lead: Justin Milligan  
Writer: Sara Brace  
Designer: Heidi Schmidt

Merit  
2021





## Client: Eastern Mennonite University Entry: "Together" Recruitment Package



Creative Lead: Matthew Barnes  
Writer: Chad Cooper  
Designer: Breanna Stephenson

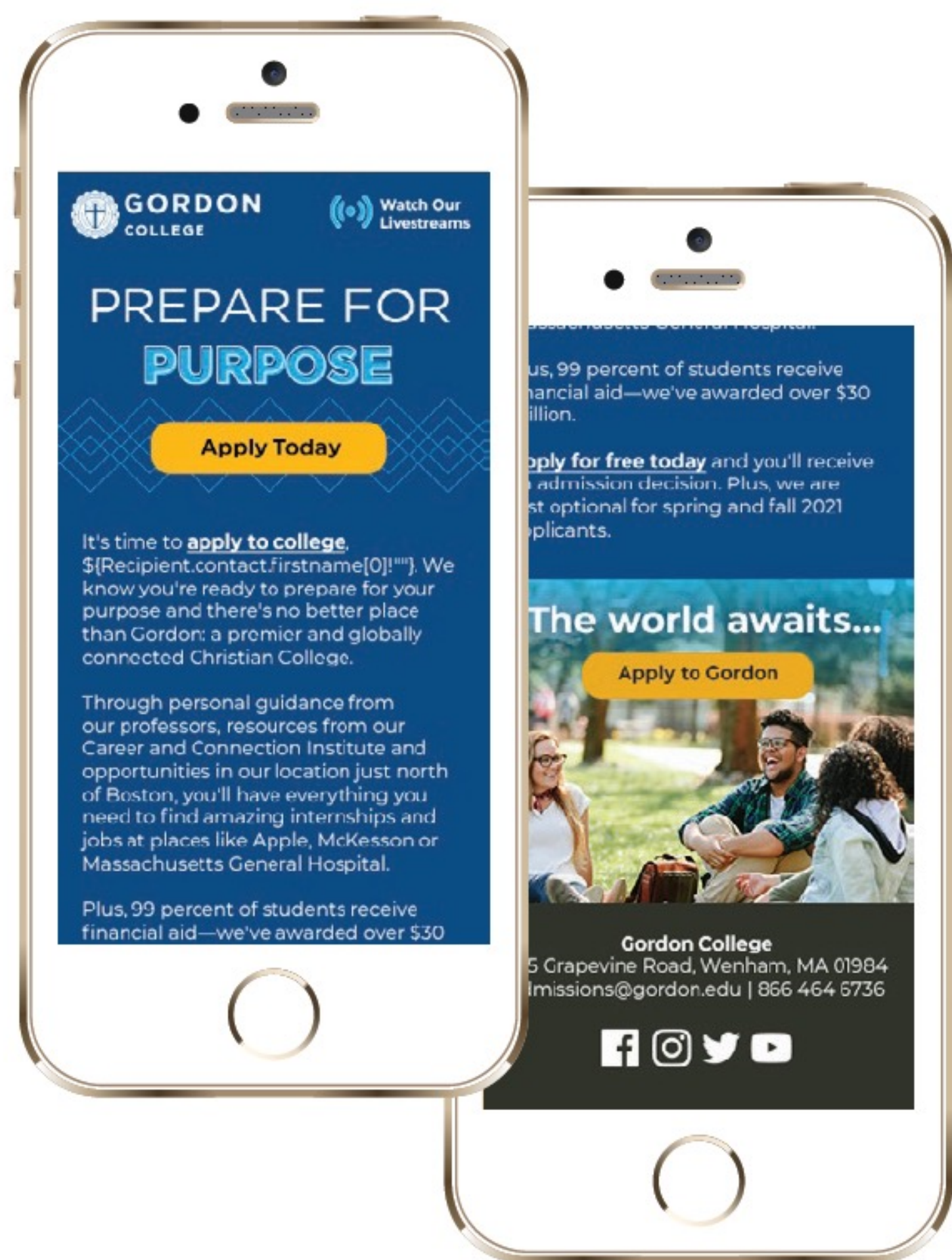
Merit  
2021





Client: Gordon College

Entry Title: Total Recruitment Package



### OUR HOLISTIC APPROACH

**Lead**  
Make a difference on our robust campus by taking a leadership role in Student Government or the Campus Events Council. Or, start your own club.

**Serve**  
Connect with and serve your neighbors—on campus or throughout the greater Boston community.

**Engage**  
Join Model United Nations club, become a peer mentor or get involved with the multicultural initiatives office. Your interactions outside the classroom form an integral part of your college experience.

**Thrive**  
Receive support from professors who become mentors, and through resources on campus—like the new Career and Connection Institute.

### INFINITE VALUE

Like every good investment, a Gordon education is one that will pay for itself through the value you'll receive. Here, you'll do much more than develop a career plan—you'll develop a whole life plan. One where you'll grow in intellect, maturity and Christian character. How?

**Through opportunities like:**

- Collaborating with professors on research projects
- Participating in our meaningful Chapel program
- Interning at places like Dana Farber Cancer Institute or Harvard Business Press
- Finding careers through our new Career and Connection Institute—like Apple or NPR.

**93%**  
of alumni are employed or in grad school within a year of graduation

### Best College Values 2019

— Kiplinger

### Best Colleges

Based on Salary Potential — Payscale

"Being able to interact with and learn from people who are focused on something greater than themselves was very encouraging. Because of the level of excellence required of me at Gordon, I am able to deliver the same quality of work at my current job."

**Tatenda Makoni, '17**  
CLINICAL RESEARCH ASSISTANT, CENTER FOR VIROLOGY & VACCINE RESEARCH AT BETH ISRAEL MEDICAL CENTER & HARVARD MEDICAL SCHOOL


Creative Lead: December Lambeth  
 Writers: Sara Brace, Justin Milligan  
 Designer: Kristin Linnell

Merit  
2021





## Client: Regis University Entry: Spring Appeal Brochure




**MCKENNA BISHOP**  
SENIOR

**Major:** Finance  
**Minor:** Neuroscience  
**Hometown:** Arvada, CO

**Future Plans:** I want to use my education to do something I enjoy, and I want to make a difference. I have confidence that I am well prepared for the opportunities that will come my way.

*"I believe in the pay-it-forward concept. I want future students to have the same opportunities that I've had."*




**Make your gift by April 30** to be counted among our supporters:

**ONLINE:**  
[give.regis.edu/impact](http://give.regis.edu/impact)

**TEXT:**  
REGIS to 91999

**MAIL:**  
Complete and return the included gift form

University Advancement  
Regis University  
3333 Regis Blvd., B-16  
Denver, CO 80221-1099  
303.964.3608



REGIS UNIVERSITY

**HELP EDUCATE  
FUTURE LEADERS  
LIKE MCKENNA.**



**ST. JOHN FRANCIS REGIS CHAPEL:**  
My favorite spot on campus is the Chapel. The views are breathtaking.

**MAIN CAFE:**  
My favorite dining hall meal is honey baked ham and scalloped potatoes. It's so good; I usually get about three helpings.

**LOYOLA HALL:**  
What I love most about Regis is not only the small class sizes, but that each of my professors knows my name and makes an effort to build a relationship with me.

**FELIX POMPONIO FAMILY SCIENCE CENTER:**  
In my Neuroanatomy and Neurophysiology lab, I had the opportunity to dissect a human brain. It was awe-inspiring and powerful, and I will never forget that experience.

**REGIS FIELD HOUSE:**  
When I'm not studying, I'm in the Fieldhouse, where I am a captain on the Regis Women's Basketball Team.



**YOUR SUPPORT**  
allows Regis to educate driven, tenacious, passionate students like McKenna.



Creative Lead: Rachel Weeks  
Writer: Melissa Johansen  
Designer: Bethany Chatterton

Merit  
2021

36th Annual  
**Educational Advertising Awards**

**Merit Winner**

HIGHER ED MARKETING  
HIGHER EDUCATION MARKETING REPORT



Client: Simmons University  
Entry: "Shark" Direct Mailer



Creative Lead: Bethany Chatterton  
Writer: Sara Brace  
Designer: Sonia Margolin

Merit  
2021





Client: Texas Tech University System  
Entry: Calendar Year End Campaign



Creative Lead, Copy: Rachel Weeks

Creative Lead, Design: December Lambeth

Writer: Meredi Wagner-Hoehn

Designers: Shannon Blazek,

Isabelle Edwards

Merit  
2021







## Client: Texas Wesleyan University Entry: Calendar Year End Appeal Letter

**WE'RE ALL RAMILY.  
KEEPING THE FLAME  
LIT TAKES ALL OF US.**

While COVID-19 has created hardships, we won't let it dim the dreams of Texas Wesleyan students.

Please come together with the TXWES RAMILY to help students struggling with unexpected expenses and loss of income. Your contribution will help alleviate worry over tuition payments and bills so students can focus on what's important — staying in school.

Gifts of any size have an immediate, direct impact on students in need. Nothing can stop us when we come together as a RAMILY to support TXWES students.

**MAKE YOUR IMPACT NOW AT [TXWES.EDU/GIVE](https://txwes.edu/give)**

**HOLIDAY GOAL: 1,350 RAMILY MEMBERS LIGHTING THE WAY**

**HELP US STAY IN TOUCH!**  
Has any of your contact information changed?  
Stay connected by providing your most up-to-date details.

Name: \_\_\_\_\_  
Home Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

**MATCHING GIFTS:**  
Your gift could be doubled or tripled! Check with your (or your partner's) HR department to see if your contribution is eligible for matching gift benefits.

My matching gift form:  Is enclosed  Will be sent

Employer: \_\_\_\_\_

I have included Texas Wesleyan University in my will.  
 Please send me information about including Texas Wesleyan University in my will.

Texas Wesleyan UNIVERSITY  
1201 Wesleyan Street | Fort Worth, TX 76105 | 817-531-4433 | [txwes.edu](https://txwes.edu)

Texas Wesleyan UNIVERSITY  
1201 Wesleyan Street  
Fort Worth, Texas 76105

**INSIDE: TWICE THE  
SMALLER, SMARTER.**

LIGHT THE WAY FOR TXWES STUDENTS!

Creative Lead, Copy: Cameron B. Mueller  
Creative Lead, Design: December Lambeth  
Writer: Billie R. Barker  
Designer: Shannon Blazek

Merit  
2021

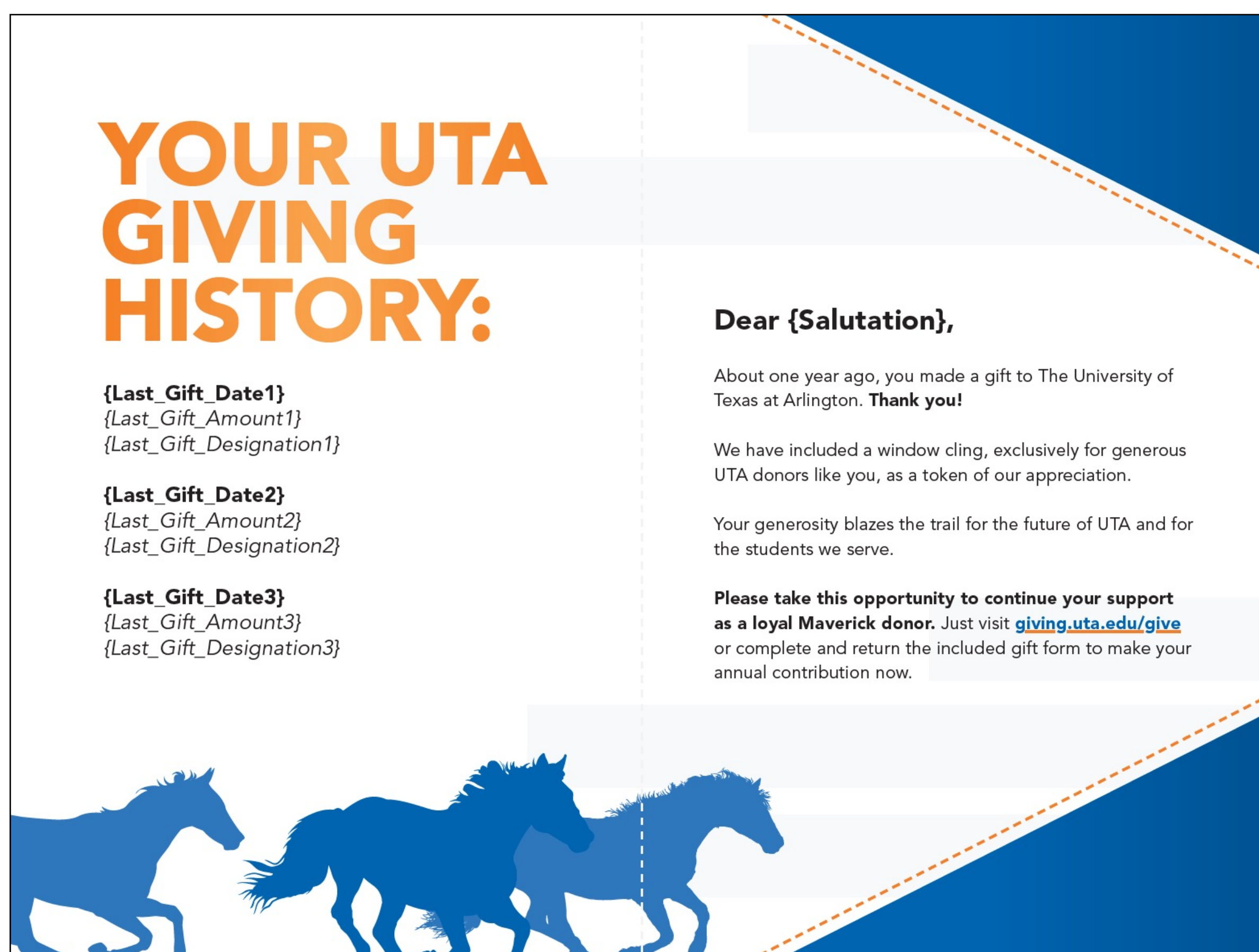
36th Annual  
**Educational  
Advertising Awards**

**Merit Winner**

**HIGHER ED MARKETING**  
HIGHER EDUCATION MARKETING REPORT



Client: The University of Texas at Arlington  
Entry: Giving Anniversary Appeal Card



Creative Lead: Rachel Weeks  
Writer: Melissa Johansen  
Designer: Rebecca Benedict

Merit  
2021

