

The Garden Gateway Campaign

MESSAGING GUIDE



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Welcome to the Garden Gateway Campaign

This messaging document is intended to serve peer-to-peer Duke Gardens fundraisers and Giving to Duke fundraising officers. Core Messaging threads contain need-to-know information and are written to help fundraisers successfully participate in and effectively promote the Garden Gateway Campaign with clear facts and a consistent voice. The Value Alignment portion of this guide is intended to help you fine-tune your messaging to align with specific donor audiences, attitudes and values. Use this guide to prepare communications such as emails, speeches, letters, proposals and thank you notes for Duke-affiliated donors.



Core Messaging

TARGET: ALL CURRENT DONORS + PROSPECTS

**Campaign
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Campaign Mission

The Garden Gateway is set to create a new and welcoming gateway to the university, a social, learning and wellness hub for students and a beautiful first impression for all visitors to Duke University. The project will add functionality to a cultural and historical part of Duke's campus, make room for growing regional and university communities, and advance Duke Gardens' broader educational and engagement goals.



Garden Gateway Initiatives

THE CAMPAIGN IS FOCUSED ON FIVE MAJOR INITIATIVES:

1. DUKE STUDENTS: To be a multipurpose wellness and student life environment with spaces to relax and connect

2. CAMPUS EXPERIENCE: To be a catalyst and a home for interactions between the university's diverse set of communities and disciplines

3. COMMUNITY ENGAGEMENT: To promote programmatic possibilities, innovation in engagement, and greater connection to the Duke and Durham communities

4. DUKE ARTS: To be a gateway and a connection point within Duke's Arts District

5. SUSTAINABILITY: To be a model of sustainability and inspire environmental change through programs and teaching

The Garden Gateway Story

The History:

Sarah P. Duke Gardens has been serving the Duke and Durham communities for more than 75 years. The idea of a public garden arose in the early 1930s, due to the vision and enthusiasm of Dr. Frederic M. Hanes, an early member of the original faculty of Duke Medical School. Dr. Hanes persuaded his friend Sarah P. Duke, widow of one of the university's founders, Benjamin N. Duke, to give \$20,000 to finance a garden that would bear her name. In 1939, at the official dedication, Duke Gardens displayed 40,000 irises, 25,000 daffodils, 10,000 small bulbs and assorted annuals.

Since its beginning, Duke Gardens has been a story of transformation, growing in the number of gardens, allées, and walks and exponentially in the numbers of visitors, staff and volunteers. Built in the 1990s for a population of the past, The Doris Duke Events Hall was, and remains, the single structure on the property to welcome visitors. Today, Duke Gardens serves a volume of nearly 500,000 visitors each year, and the space to accommodate the Gardens' contemporary audiences has become too small. The Garden Gateway will give Duke Gardens the ability to maintain its purpose and its position as an acclaimed and welcoming public garden now and far into the future.



The Future:

Although the Garden Gateway is a project of Duke Gardens, its hybrid design solution will open the door to more effectively serving the Gardens' visitors, the university and the community alike. With critically important welcome points and a quality leap in both facilities and amenities, the Gateway, quite literally, leads to richer, more meaningful experiences for all.

A new Entrance Plaza will provide a strong visual connection to the rest of campus and a day-to-day space for gathering.

The new Visitor Pavilion is conceived as a series of interconnected social and circulation spaces including a spacious lobby where staff can properly greet guests and orchestrate a path of discovery

Core Messaging

The Future *continued:*

and learning. A café, gift shop and restrooms are incorporated, turning the building into a space for sitting, relaxing, eating and socializing.

An Events Lawn for concerts and student, alumni and community activities provides a flexible and welcoming outdoor space to accommodate large numbers of users.

The project also renovates and expands the existing Doris Duke Center Events Hall, providing a home for Duke Gardens events and a showcase for conferences, weddings and celebrations of all kinds.

Program and project-based classrooms and breakout rooms located around the pavilion provide a learning and engagement complement to the Gardens' peaceful setting and increased capacity for a wider range of educational and wellness activities.

The architecture and design of the Garden Gateway transforms a previously unengaging entry point to Duke Gardens into a graceful entry emphasizing community and connection. Through the Gateway, Duke Gardens gains a full set of programmatic, educational and social spaces that lays the foundation for cross-collaboration and brings a welcoming character into the larger campus fabric.

Garden Gateway Facts

The Garden Gateway, estimated at \$30 million, enhances 8,000 square feet of existing space and constructs a 25,000-square-foot addition. It includes extensive site work and new outdoor spaces. Gift opportunities from \$100,000 to \$10 million will support:

- A Visitor Pavilion, including lobby, café, restrooms and gift shop
- An Events Lawn for concerts and other activities
- An enlarged Events Hall for increased revenue
- An Entrance Plaza with gardens and water features
- A Rooftop Terrace for remarkable views of both the Gardens and the campus
- Two dedicated classrooms for education
- Conference, breakout rooms and flex space for adult learning
- A catering kitchen, bridal lounge and events office
- A redesigned main parking lot with sustainable features
- Administrative offices

Quick Pitch to Donors

A gift to the Garden Gateway is a valued and needed contribution to an iconic feature of Duke University and a public symbol of Duke's service to the community. Your contribution will help Duke Gardens improve the wellbeing of Duke students, the quality of life on campus, and the experience of one of the nation's most prestigious public gardens.

The Gateway will make it possible to create the infrastructure for more meaningful visitor experiences, enhance and expand the Gardens' programming, and renew the Gardens to the level of other modern Duke spaces.





Value Alignment Messaging

CUSTOMIZED MESSAGES MAPPED TO SPECIFIC DONOR VALUES



Student Impact

Key Messages:

- A retreat from demands of university life, Duke Gardens enhances and improves the quality of life for Duke students. The Gateway will provide students greater access to nature, which, studies show, increases happiness, reduces stress and improves mental performance. The Garden Gateway will also open the door to high-quality wellness programs like yoga, mindfulness and study breaks.
- In direct connection to Duke's strategic academic plan, the Garden Gateway is designed to "facilitate serendipitous interactions," catalyze community, encourage collaboration and foster diversity of thought.
- The Gateway will allow Duke Gardens to become a living laboratory where students can turn inspiration into ideas and action. The campaign's success will ensure that there are both facilities and programs to significantly expand social and educational opportunities for students and highlight hands-on learning.
- Anyone and everyone is welcome to spend time and interact in Duke Gardens. For our students, the Garden Gateway translates to more spaces to have dialogue and experiences that engage with people and issues beyond our Duke community.

Sample Messaging:

The right spaces can change students' lives, and, with you, Duke Gardens can build them.

Your gift will provide decompression spaces for students to relax and thrive.

Your gift will make it easier for students to access the Gardens and build amenities to encourage students to convene in the Gardens more often.



Data Points:

- Duke Gardens is a 55-acre natural wellness environment for students in the heart of Duke's campus.
- Duke attracts more than 500,000 visitors each year, giving students the unique opportunity to interact with people from all over the world without ever leaving the campus.

University Impact

Key Messages:

- Duke Gardens is a world-class botanical garden on a world-class university campus. The Garden Gateway will support our mission of engagement, encourage the largest audience possible to enjoy the beauty of our environment, and ensure Duke Gardens continues to compete on the level of other community institutions. New rental facilities for celebrations and new amenities like the café will increase revenue streams and ensure the Gardens' vital future.
- The Gardens have become a campus hot spot for active engagement in nature, science, wellness and the arts. Programming around these themes has far exceeded the facility's capacity. To enable further growth, the Garden Gateway project sets a plan for expanding, enhancing and engaging with a wider university audience.
- Over the last 10 years, Duke has invested heavily in sustainable and well-designed campus infrastructure. By renovating, renewing and expanding the entrance to Duke Gardens, the Gateway puts this sacred campus space on the same upward trajectory.
- The Gateway will strengthen Duke Gardens' position as a valuable university resource, allow professors to use the Gardens in their curriculum, and enrich curricular learning.

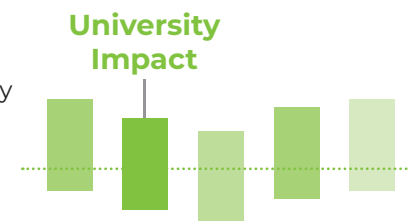
Sample Messaging:

A gift to the Garden Gateway will enable Duke Gardens to actively excite, educate and enlighten our university audiences.

Your gift will help meet the university's demand for collaboration spaces on campus.

Your support will provide functional space to allow Duke faculty to deliver curriculum and hands-on learning experiences in the beauty of the Gardens.

Your investment will help build a more efficient and environmentally advanced home for the Gardens and provide a unique opportunity to physically demonstrate how Duke University practices thoughtful environmental stewardship.



Data Points:

- Duke Gardens ranks in the Top Ten of Most Stunning University Gardens
- The Gardens are consistently ranked Durham's Number 1 Attraction
- Duke Gardens serves over 16,600 Duke students and more than 1,600 Duke professors
- The Garden Gateway will provide 25,000 square feet of additional space to enhance university engagement

Community Engagement

Key Messages:

- Beyond Duke, the Garden Gateway's success will ensure there are both facilities and programs to significantly expand educational opportunities for young Durham Public Schools students, Durham families and community life-long learners. With a safe, dedicated school drop-off area and increased capacity for both staff and classrooms, Duke Gardens will be positioned to partner with additional educational institutions and increase the depth of its engagement with the wider Durham community.
- Duke Gardens is part of Duke's service to the community, free of charge, accessible to all. For many visitors, the Gardens are the first and only exposure to our prestigious university. The Gateway will ensure there are more ways to make every visit an opportunity to spark curiosity and inspiration and connect more deeply with nature. Duke University is generous with its support, but the Gardens also rely on membership and donations to support 70 percent of its operations and keep admission free.
- For our Durham neighbors, the Garden Gateway value is in public educational experiences and meaningful personal connections with friends and family in the welcoming community hub the expansion will provide.

Sample Messaging:

Your gift to the Gardens furthers Duke's strategic goal of using knowledge in the service of society.

Your support will create functional and welcoming spaces to serve the public and draw in the community.

Your support will allow more Durham schools to integrate horticulture, science and environmental stewardship into their curriculum.



Data Points:

- More than 8,000 students participated in guided or self-guided school programs
- 4,250 people attended free Gardens sponsored/partnered exhibits and festivals
- More than 280 community members provide over 7,000 combined volunteer hours in the Gardens each year
- On average, over a ton of fresh produce is grown in the Gardens annually
- The Garden Gateway will enhance 8,000 square feet of existing space and provide 25,000 square feet of new space



Value Alignment Messaging

Duke Arts

Key Messages:

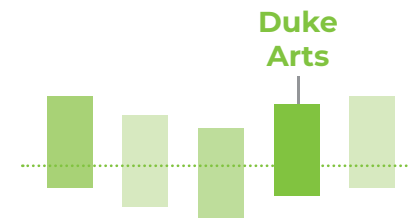
- A transformative learning landscape, Duke Gardens has the power to inspire the imagination, activate the senses and nurture creativity. The Garden Gateway will enhance the Gardens' role as a cultural contributor to the community and showcase the art and practice of horticulture in new and engaging ways.
- The project will allow arts activities at Duke Gardens to grow and evolve, with larger spaces for performances and community-based arts projects and additional classroom space for hands-on discovery and expression.
- Over the last decade, Duke has invested heavily in the arts and the Duke Arts District. The Garden Gateway project will enhance the district by creating an inspiring physical connection between the Rubenstein Arts Center, the Nasher Museum of Art and West Campus, bringing additional amenities to this creative corridor.

Sample Messaging:

Your support helps expand the awareness of Duke Arts and hands-on arts learning for Duke students.

Your gift will provide synergistic amenities and strengthen connections within Duke's growing Arts District.

Your gift will help open the eyes of more Duke students to the vital connection between art and nature.



Data Points:

- Duke Gardens is the largest of the 12 venues in Duke's Arts District

Sustainability

Key Messages:

- In accordance with Duke University's commitment to being carbon neutral by 2024, Garden Gateway buildings will be among the first to adhere to Duke's new High-Performance Building Framework. The site work will maximize a storm water retention system to harvest rainwater. Facilities including the new café will be constructed with green materials and operate with green practices that protect the environment.
- Through additional classrooms, more staff and enhanced educational programming, the Gateway will contribute to and foster thinking and innovation on issues including plant conservation and registration, sustainability, biodiversity and global climate change.
- The Gateway's new Visitor Pavilion will function as a space to highlight organic and sustainable practices, make teaching those practices easier for staff and scholars, and demonstrate the university's leadership in campus sustainability.

Sample Messaging:

The success of the Garden Gateway will help Duke Gardens model sustainability through efficient, innovative facilities and programs that educate students and the community.



Data Points:

- Duke Gardens is the site for composting 100% of the university's green waste

Campaign Contacts

For further information about the Garden Gateway Project, please contact:

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