



MANCHESTER
1824

The University of Manchester

Translating research impact into powerful stories

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Fundraising
and
Volunteering
Campaign?

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powerful
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Your role in
the
Campaign

Fundraising & Volunteering Campaign

Aim

*To launch a global fundraising campaign
targeting philanthropic donations,
celebrating our culture of volunteering, raising
our profile and creating a world-class
university of the future*

Vision:

**Bold storytelling,
emotionally-
charged visuals,
and immersive
digital content to
showcase The
University's
relentless pursuit
of:**



Student inclusion and success



Healthier communities



Prosperity for all



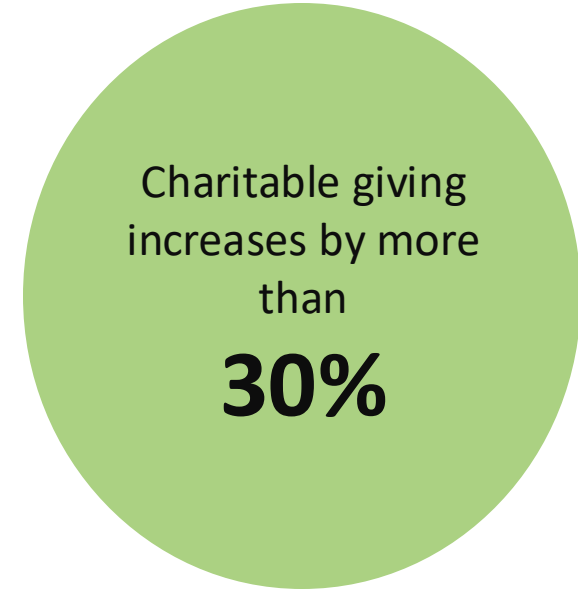
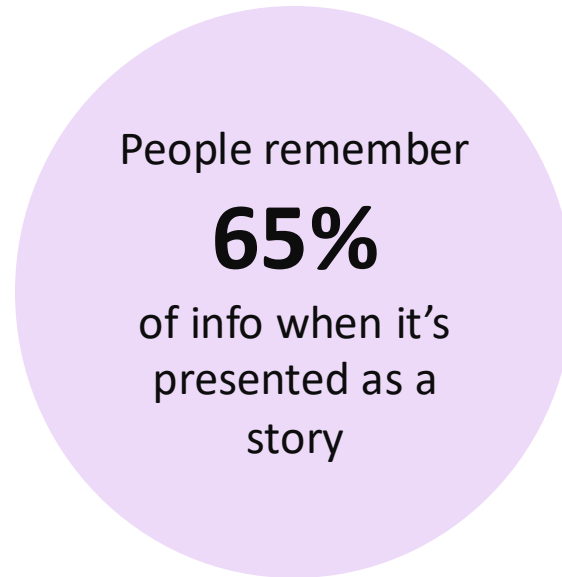
A greener world

**Why powerful stories
matter**



#MADEINSOCIALHOUSING

Why powerful stories matter...



Research story formula



FORMULA

**The
challenge**

+

**The
breakthrough**

+

**The
impact**

Your role in the Campaign

Thank you

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