

Campaign Style Guidelines for Print and Online Copy

Topic	Style
Campaign Name and Abbreviations	<ul style="list-style-type: none"> • First reference in text should be For the Greater Great®: The Villanova Campaign to Ignite Change • Acceptable subsequent references in text are <ul style="list-style-type: none"> ○ The Villanova Campaign to Ignite Change ○ the campaign • Do not abbreviate using initial letters (e.g., FGG or VCIC) • In first full reference, do not use “comprehensive” or “capital” singly; use both adjectives (if called for) • Acceptable subsequent references in text are <ul style="list-style-type: none"> ○ the comprehensive campaign ○ the campaign
Formatting of Campaign Name	<ul style="list-style-type: none"> • Do not use quotation marks • Do not use italics or boldface, unless a designer feels such treatment is needed in specialized uses (e.g., a magazine ad)
Campaign Committees	<ul style="list-style-type: none"> • Formal names of committees should be capitalized, following AP guidelines • Examples <ul style="list-style-type: none"> ○ Campaign Executive Committee (but lowercase “steering committee” if used subsequently as a reference to this committee) ○ Young Alumni Campaign Committee • When two proper names of committees are combined, the “common nouns” they share are lowercase • Examples <ul style="list-style-type: none"> ○ College of Liberal Arts and Sciences and College of Engineering campaign committees ○ Regional New York and Regional Midwest campaign committees ○ The Athletics, Parents and Family, and Young Alumni campaign committees <p>[Note. Serial comma after “Parents and Family” is needed for clarity, since the name contains “and”]</p> • Once a formal committee has been identified, “the committee” is acceptable on subsequent references, provided it is clear which committee is meant

<p>Names</p>	<ul style="list-style-type: none"> • Campaign Leadership <ul style="list-style-type: none"> ○ Capitalize formal titles before a name; no comma is needed ○ Lowercase formal titles after a name; set off with commas ○ Examples <ul style="list-style-type: none"> ▪ University President the Rev. Peter M. Donohue, OSA, PhD, '75 CLAS spoke to alumni. ▪ The Rev. Peter M. Donohue, OSA, PhD, '75 CLAS, University president, spoke to alumni. [Note. "University" is capitalized whether before or after] ▪ Senior Vice President for Advancement and Alumni Relations Michael J. O'Neill traveled to the West Coast. ▪ Michael J. O'Neill, Senior Vice President for Advancement and Alumni Relations, traveled to the West Coast. ▪ Campaign Co-chair James Davis '81 VSB made a leadership gift. ▪ Terence O'Toole '80 VSB and James Davis '81 VSB, campaign co-chairs, made leadership gifts. ○ The word "campaign" is lowercase when it modifies "Co-chair" before the person's name, as per AP style <ul style="list-style-type: none"> ▪ Example: According to campaign Co-chair James Davis ... • Alumni Donors <ul style="list-style-type: none"> ○ Name is followed by class year and college (if included); do not separate with a comma ○ Do not use a comma after name and before a personal suffix (e.g., "Sr." or "III"), but use commas to set off professional degrees, religious orders, etc. ○ Examples <ul style="list-style-type: none"> ▪ Christopher J. Maguire '89 CLAS ▪ Robert F. Tyson Jr., Esq., '86 VSB, '89 VLS • Parent Donors <ul style="list-style-type: none"> ○ Do not use a comma after name and before first class year ○ Use commas to separate subsequent class years ○ Insert a space between "P" and the first class year ○ If parent is also an alumni, list parent's class year, followed by comma, followed by class years of child(ren) ○ Examples <ul style="list-style-type: none"> ▪ Holly L. O'Dea P '11, '14, '16 ▪ Terry P. Delaney '83 CLAS, P '12
<p>Punctuating campaign name in the middle of a sentence</p>	<ul style="list-style-type: none"> • When information is not essential to the meaning of a sentence, it is set off with commas • When information is essential to the meaning of the sentence, it is not set off with commas • Examples

	<ul style="list-style-type: none"> ○ Villanova’s latest campaign, For the Greater Great®: The Villanova Campaign to Ignite Change, builds on the success of its previous campaign, Transforming Minds and Hearts. [Note. Take away the two names of the campaigns, and it is still clear which campaigns are being referred to] ○ The campaign For the Greater Great®: The Villanova Campaign to Ignite Change builds on the success of the campaign Transforming Minds and Hearts. [Note. Take away the names of the campaigns, and it is not clear which campaigns are being referred to] ● Whenever descriptive information <i>follows</i> the name of the campaign, it is always nonessential and must be set off with commas or em dashes ● Examples <ul style="list-style-type: none"> ○ In October, the University launched For the Greater Great®: The Villanova Campaign to Ignite Change, a bold, \$600 million fundraiser. ○ For the Greater Great: The Villanova Campaign to Ignite Change—a bold, \$600 million fundraiser—kicked off in October. ● Avoid double colons in a sentence with the campaign’s name <ul style="list-style-type: none"> ○ Awkward: The University has launched a \$600 million campaign: For the Greater Great®: The Villanova Campaign to Ignite Change. ○ Better: The University has launched a \$600 million campaign, For the Greater Great®: The Villanova Campaign to Ignite Change.
Hashtags	<ul style="list-style-type: none"> ● The following are both acceptable for AP: <ul style="list-style-type: none"> ○ # symbol, with no space used between the number sign and the accompanying search term ○ The use of (hash), as in (hash)NovaNation
Abbreviating giving societies (after first use of full name in text)	<ul style="list-style-type: none"> ● President’s Club/President’s Club Associates N/A ● Caritas Society N/A ● 1842 Heritage Society the Heritage Society (subsequent references in text) ● Young Alumni Circle N/A ● The Matthew Carr Society the Carr Society (subsequent references in text)