COMMUNICATING YOUR STORY
PROMOTING YOUR MSU HELD ENDOWMENT OR SCHOLARSHIP

PREPARED BY THE MSU ALUMNI ASSOCIATION

// OVERVIEW

The story of Max O’Connor and the St. Louis Spartans is one we all know (and if you don’t, you’ll be excited to read on). For the STL Spartans, there was little doubt that Max had all the makings of a Spartan, he just needed the financial help to get him here. This story is powerful and inspiring and has all the “pieces” needed to be a successful driver of scholarship and endowment donations.

ST. LOUIS SPARTANS
From Homelessness to Private Jets — The James Maxwell “Max” O’Connor Story

Max O’Connor was homeless as a teenager. He knew that a college education would help him get on track to a better life. MSU held scholarships, including the Greater St. Louis MSU Alumni Club award, helped him to attend Michigan State University. He graduated with a degree in mechanical engineering.

Click now to see Max’s story.

// WHAT IS YOUR STORY

The question for your alumni club is this...who is your “Max?”

So what would these types of posts, emails and stories look like? We’ve gathered some really great examples from last year’s Day. The following few pages will show you some samples and give you a breakdown on how or why we felt it succeeded and give you some ideas on how you could leverage these to your own benefit.