

# Curtis Institute of Music

Objective Find the triggers to motivate alumni to support new building

Data Source Online surveys with alumni

Question *“What would motivate you to make a pledge?”*

**ThoughtSCAN**<sup>®</sup>

VERBATIMS

SCAN FREQUENCY

better

46

acoustics

32

room

31

practice

23

ThoughtTalk

*“I think they should have better rehearsal space.”*

*“We didn’t have dorms. This should be for practicing.”*

*“They need better rehearsal space and acoustics.”*

Results

The new solicitation materials and solicitation messaging focused on the need for better acoustics and practicing spaces, not a better social time in the new building which was the original plan.

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