

Key campaign talking points

1. With You, the WashU campaign is a big, ambitious effort to bring WashU's 10-year strategic plan to life. We're harnessing our strengths in research, education, and patient care to make our university and St. Louis a global hub for solutions to some of the world's toughest challenges like Alzheimer's disease and cancer, educational access, food insecurity and malnutrition, and leadership development.
2. So where are we focusing our fundraising energy? On five key areas: WashU Medicine, the School of Public Health, Scholarships, Academic Distinction, and the Annual Fund. These are the building blocks that will help us improve lives, strengthen communities, expand access to education, and prepare the next generation of leaders. Empowered by your support, they give us the best shot at tackling the big issues of our time.
3. This isn't your typical campaign where we talk about what the university needs and ask for support. Instead, we're flipping the script. We're inviting our community to help drive the change they want to see in the world. Our supporters aren't just donors — they're partners. And by building on those key WashU areas of strength, the things we do best, we can create real, lasting impact together.
4. Our campaign is built on the power of deeper partnership, and today, that partnership is more vital and more promising than ever. We all know higher education is facing strong headwinds. We are clear-eyed about our challenges and resolute in our commitment to invest in the university for the long-term. With your support, we can turn this moment into real momentum—and deliver impact on an entirely new level.
5. With you, we can shape a future full of healthier lives, stronger communities, greater access to education, and leaders who are ready for whatever comes next.
6. What can you do?
 - You can make an endowed or spendable gift to support students, faculty, and research, or fuel the entire WashU mission with an Annual Fund contribution.
 - You can engage – become a volunteer, a mentor, an advocate!