

**Subject:** RE: 3,000 Strong Website

**Date:** Friday, March 29, 2013 11:31:16 AM Eastern Daylight Time

**From:** Spencer Conover

**To:** 'Kevin Kirsche'

Here are two documents with copy for you. The 3k strong copy is the main focus info.

Some initial feedback:

- Incorporate more of the adcraft color pallette
- Make the video spot smaller
- Use bars of color for the headlines like U of R did
- Ditch the long statement about Pontuso and use “3,000 Strong Video”
- Consider moving the video to the left
- Move the 3k logo up to the top banner and break the rules by rotating it a few degrees to the right and have it overlap from the garnet banner, over the grey stripe, and break into the general background
- Slide the basic 3k challenge copy up to the right of the video and just below the angled 3k logo
- Ditch the “your gift makes a difference box”
- Slide the progress graphic up.
- Ditch the thermometer graphic—just use a thicker, vertical red bar with notches along the way

Thank you so much for making this transition, Kevin! Truly appreciate it. I think we'll get a great product once we tweak.

Thanks,

Spencer

**Spencer B. Conover '10 | Assistant Director of The Hampden-Sydney Fund**

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*[Our old alma mater, we'll e'er be true to thee](#)*

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**From:** Kevin Kirsche [mailto:kkirsche@hsc.edu]

**Sent:** Friday, March 29, 2013 11:23 AM

**To:** Spencer Conover

**Cc:** Kevin Tuck; Cheryle Dixon; 'Ann Cassell'

**Subject:** Re: 3,000 Strong Website

Sorry about that, forgot the link.

Live example: <http://kirsches.us/3000Strong/>

Video is a placeholder until I receive the video from Spencer. This will NOT be used in any live version of this site on H-SC servers.

Sincerely,  
Kevin Kirsche