

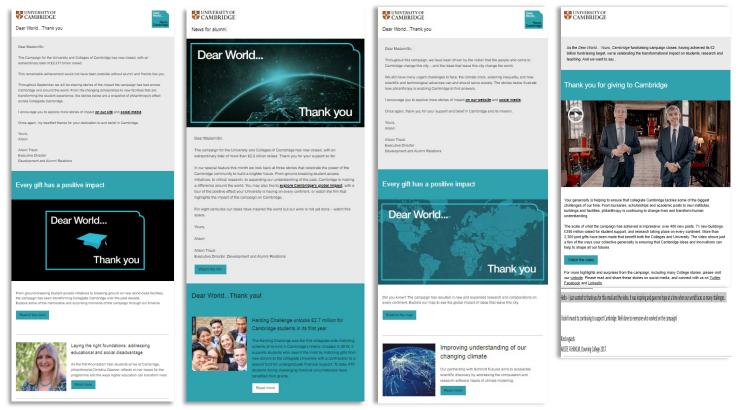
Yours, Cambridge

Communications driving traffic to the microsite and reactions



The campaign for the University and Colleges of Cambridge

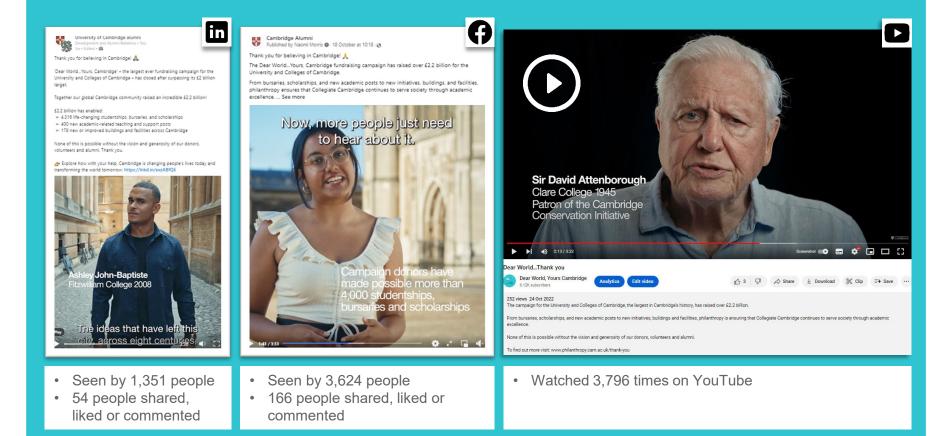
We informed and inspired



- 4.60K emails hit inboxes
- 1.91K alumni received email communications
- Over 19,000 donors received a thank you note



We shared microsite assets across social media channels





We deployed all key microsite assets on our primary philanthropy social channel

← Tweet

Cambridge Development and Alumni Relations

The Dear World...Yours, Cambridge campaign has helped fund 4,316 studentships, bursaries and scholarships.

This means more bright students can study and excel @Cambridge Uni without financial concerns.

Discover how #philanthropy is changing lives: ow.lv/pmSE50LfmKU

> 4.3 studentships.

bursaries and scholarships created

@YoursCambridge

2:47 pm - 19 Oct 2022 4 Thread

► GIF

Find out more about how philanthropy at Cambridge is having a global impact:

Cambridge Development and Alumni Relations



Tweet

Cambridge Development and Alumni Relations @YoursCambridge

#Philanthropy is ensuring that @Cambridge Uni continues to serve society through academic excellence. 🎓

#ThankYou to all of our donors, volunteers and #CambridgeAlumni for your support so far.

Explore what we have achieved together: philanthropy.cam.ac.uk/story/thank-you





Meaning that students and staff live and learn in surroundings fit for the 21st century and beyond.

Read more - ow.ly/ArRO50LvPy9

#CambridgeUniversity #Philanthropy GIF ALT 10:36 am · 7 Nov 2022



Cambridge Development and Alumni Relations

2:01 pm · 14 Nov 2022

Tweet

Explore our map to see the global impact of ideas that leave this city:

Cambridge Development and Alumni Relations

The Dear World... Yours, Cambridge fundraising

research and collaborations on every continent! 🌍

campaign has resulted in new and expanded

#CambridgeUniversity

@YoursCambridge

Did vou know?

4 Tweet



cam ac uk More than ever our work takes place on a global scale

9-30 am - 26 Oct 2022



We used our networks to share microsite content

S S	Emily Johnson (She/Her) • 2nd senior Philanthropy Manager at The Good Food Institute Europe What a fantastic way to report the impact of the campaign! his @	4mo *** I love
t		I love
	.ike · 😋 1 Reply · 1 Reply	
	Nancy O'Neill McHugh • 3rd+ Development Executive Community Builder	4mo ***
	What a fantastic impact report, Rachel, it's fabulous! And ongratulations to all on an incredibly successful campaign	
L	ike · 🛇 1 Reply · 1 Reply	
	Matt McGregor • 3rd+ Director of Content at Shorthand	4mo •••
Т	'his looks great!	
L	ike - 🕙 1 Reply - 1 Reply	
0	Sue Keogh • 2nd	4mo •••
1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Agency founder and digital specialist. Loves good content and co	4110
	Love this Rachel - what an incredible impact too!	
	Like 🛇 1 Reply 2 Replies	
	Like · V I Reply · 2 Replies	
	Kathryn Hageman (She/Her) • 2nd Campaign Director for Cambridge Children's Hospital	4mo •••
	Love this!	
	Like · 🛇 1 Reply · 1 Reply	
	Livia Harriman (She/Her) • 2nd Communications Manager at the Departments of Psychiatry and	4mo •••
-	Amazing work Team! Especially Naomi Morris - I know you worked really hard on this. 🗱	I
	Like · 🛇 1 Reply · 1 Reply	
	Linda Hanssler Wenner (She/Her) • 2nd	4mo •••
	Deputy Director of Development	
	Very creative way of reporting on compaign impact well d	one
	Very creative way of reporting on campaign impact, well de Rachel! I hope you're well	

Posts by Rachel



Rachel Gardner Dalton • 2nd Higher education advancement communicatio...

+ Follow •••

As our "Dear World...Yours, Cambridge" fundraising campaign has officially ended, it's exciting to share some of the stories of its impact over the past decade. I'm incredibly proud of the work that's gone into this, which is only possible thanks to the fantastic colleagues across the Colleges and University who have made it happen. It's been humbling and gratifying to be a part of something that genuinely has the power to transform lives.

Building this in Shorthand was a new creative challenge - it's certainly made a huge difference in the way we bring #philanthropy #content to life online and expanded the possibilities for how we tell stories.

Watch this space!





We used the microsite to inspire staff



Bukky Gray 07/09/2022 15:59

Truly inspirational, well done to the team pulling this together. Charlotte, thanks for sharing this

Georgina Cannon 07/09/2022 22:28 fantastic - thanks to all for putting this together! love the campaign timeline

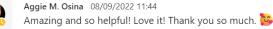
08 September 2022



Erin Hall-Westfall 08/09/2022 08:32 This is excellent! Thank you for your hard work on creating such an impactful piece!



Jennifer Shimp-Bowerman 08/09/2022 08:44 I love this!



This post helped meet our objective of staff feeling informed and proud of the role they played in the campaign.

07/09/2022 15:16

Campaign Impact Comms - 1st instalment

Hello UDU_Development and Alumni Relations, as mentioned at the last All Staff, the first Impi Giving Special went out this morning celebrating some key moments in the campaign and with focus on student access initiatives and new world-class facilities.

Take a look at the Campaign timeline on our new Shorthand page and enjoy looking back at s the many wonderful things that have been achieved together through philanthropy. The Short site will continue to evolve over the next couple of weeks and a new section with the campaign numbers will be added.

Further comms this month include a second Impact of Giving Special (going out next week an showcasing our contributions to society through research and outreach), a themed issue of all enews and a social media campaign.

We encourage you all to celebrate and share the impact of the campaign across your network thank you for your collaboration so far.





