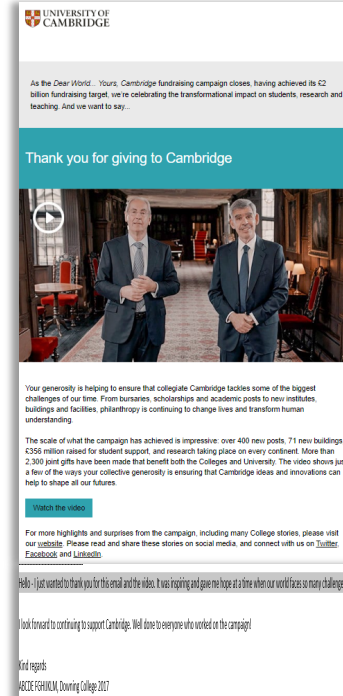
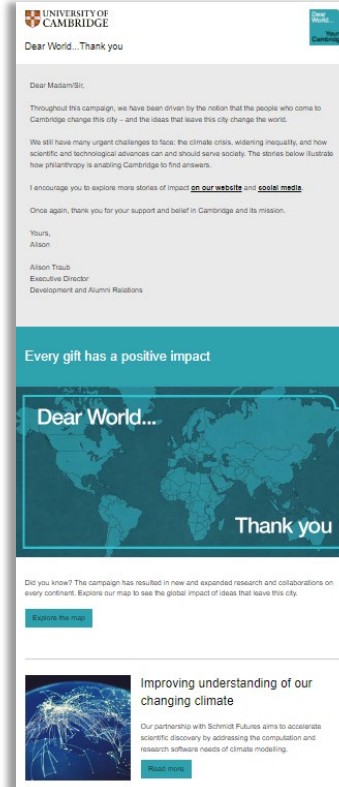
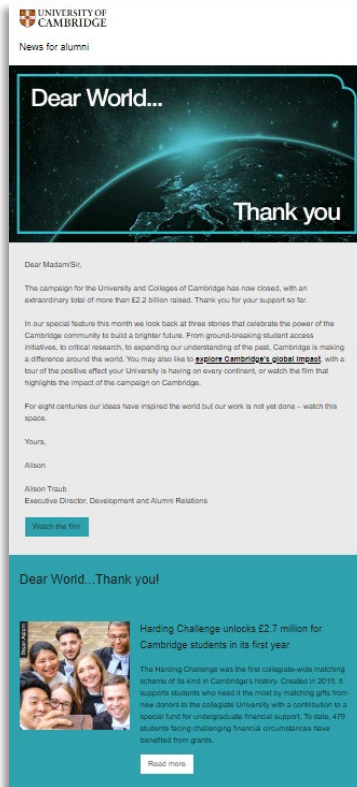
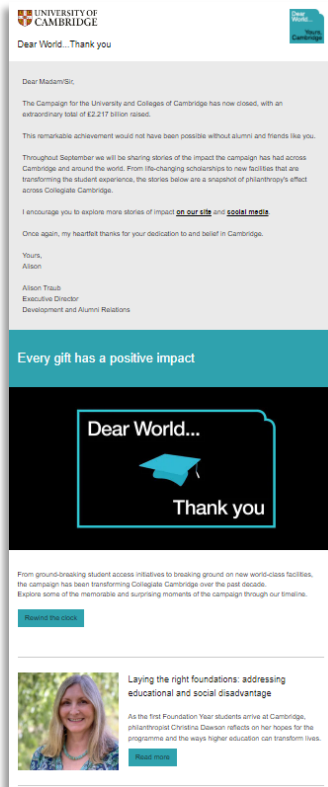


Dear World...

Yours, Cambridge

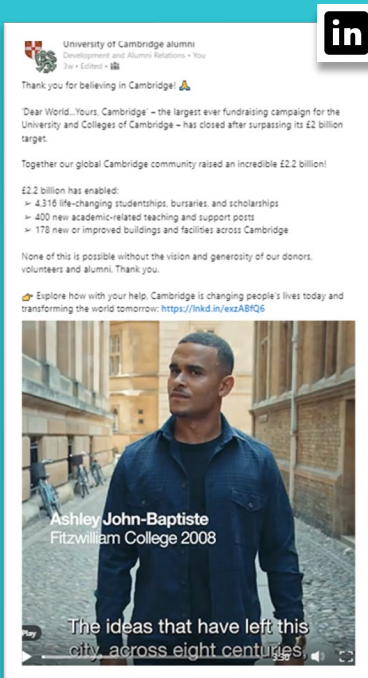
Communications driving traffic to the
microsite and reactions

We informed and inspired

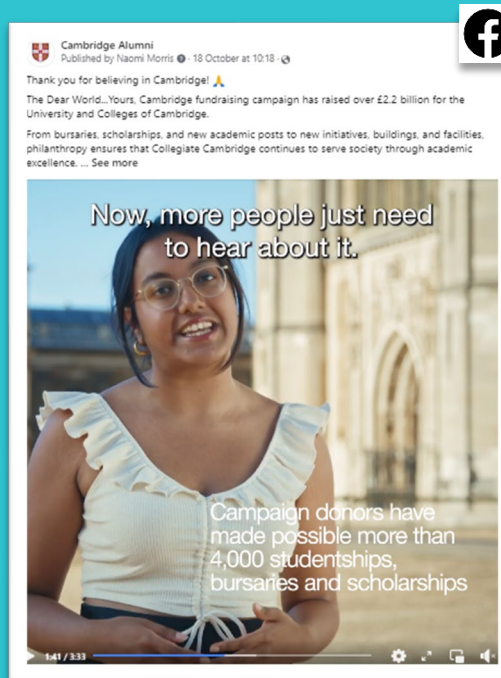


- 4.60K emails hit inboxes
- 1.91K alumni received email communications
- Over 19,000 donors received a thank you note

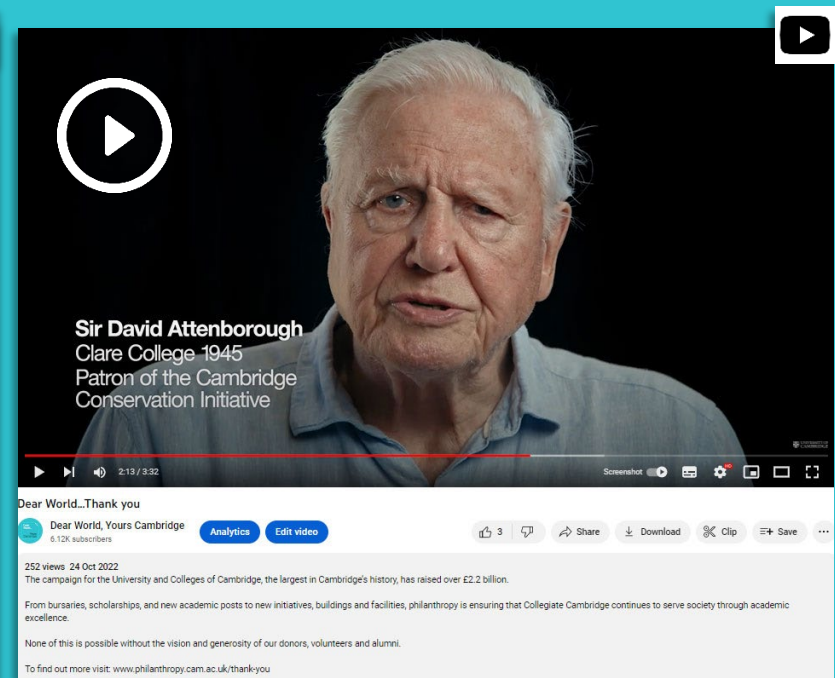
We shared microsite assets across social media channels



- Seen by 1,351 people
- 54 people shared, liked or commented

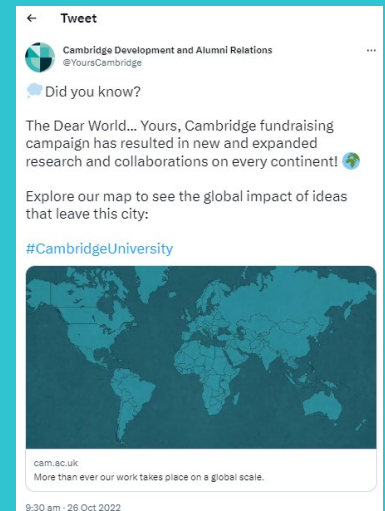
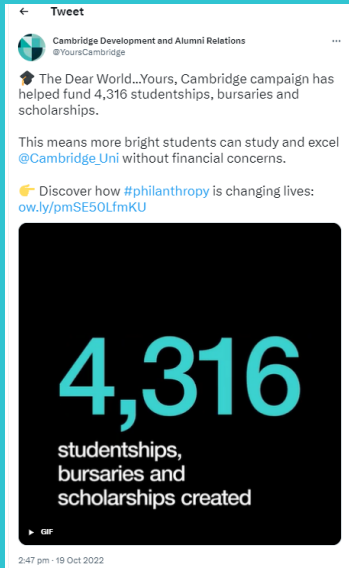


- Seen by 3,624 people
- 166 people shared, liked or commented

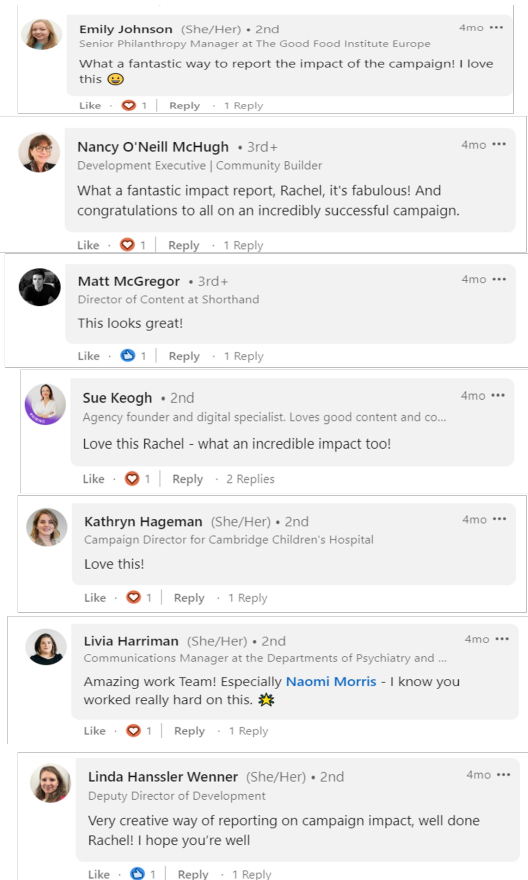


- Watched 3,796 times on YouTube

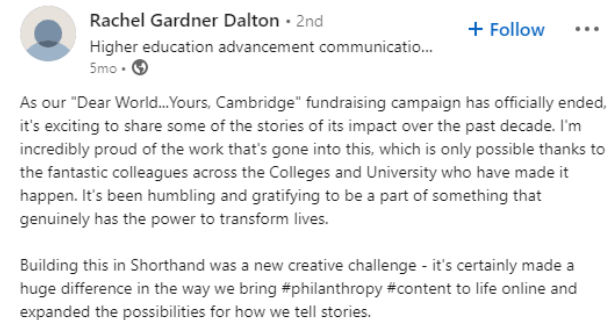
We deployed all key microsite assets on our primary philanthropy social channel



We used our networks to share microsite content




Posts by Rachel




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!



Aggie M. Osina 08/09/2022 11:44
Amazing and so helpful! Love it! Thank you so much. 🥰

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 Impact 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 some of 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 and showcasing our contributions to society through research and outreach), a themed issue of alumnus 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.

[See less](#)



Dear World...
Thank you

👍 15 🥰 3