

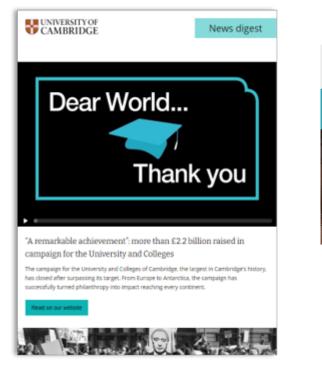
Yours, Cambridge

Communications sharing the video and reactions



The campaign for the University and Colleges of Cambridge

We informed and inspired



- 8.10K emails hit inboxes
- 1.91K alumni received email communications
- Over 19,000 donors received a thank you note

UNIVERSITY OF CAMBRIDGE

As the Dear World... Yours, Cambridge fundraising campaign closes, having achieved its £2 billion fundraising target, we're celebrating the transformational impact on students, research and teaching. And we want to say...

Thank you for giving to Cambridge



Your generosity is helping to ensure that collegiate Cambridge tackles some of the biggest challenges of our time. From bursaries, scholarships and academic posts to new institutes, buildings and facilities, philanthropy is continuing to change lives and transform human understanding.

The scale of what the campaign has achieved is impressive over 400 new posts, 71 new buildings, 6356 million raised for student support, and research taking place on every continent. More than 2,300 joint gifts have been made that benefit both the Colleges and University. The video shows just a few of the ways your collective generosity is ensuring that Cambridge ideas and innovations can help to shape all our futures.

Watch the vide

For more highlights and surprises from the campaign, including many College stories, please visit our <u>website</u>. Please read and share these stories on social media, and connect with us on <u>Twitter</u>. <u>Facebook</u> and <u>Linkedin</u>.

CAMBRIDGE

News for alumni



Dear Madam/Sir,

The campaign for the University and Colleges of Cambridge has now closed, with an extraordinary total of more than £2.2 billion raised. Thank you for your support so far.

In our special feature this month we look back at three strends that celebrate the power of the Controlog community, the build a object hum. From ground-resping subsert access instances, bo original research, to expending our understanding of the past, Controllings in stanking a dimense acrued the south's town agries also the <u>project controlling or looking</u> with a four of the positive dhied, your University is having on eveny controler, or webrit the firm that helpirgita be impacted for discontrolling.

For eight centuries our ideas have inspired the world but our work is not yet done - watch this

Yours,

Alison

Alison Traub Executive Director, Development and Alumni Relations

Watch the film

Dear World...Thank you!



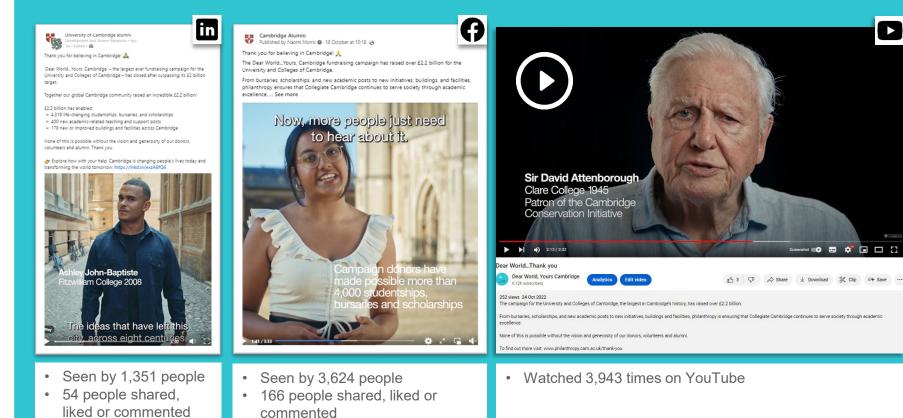
Harding Challenge unlocks £2.7 million for Cambridge students in its first year

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Read more



We shared the video across the University's social media channels





Twitter campaign featuring the video resulted in the top performing tweets of the year

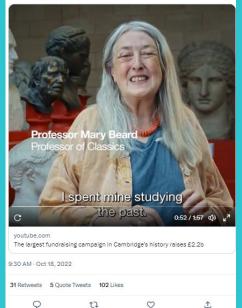


Cambridge Development and Alumni Relations

♥ The Dear World... Yours, Cambridge fundraising campaign has raised over £2.2 billion for the University and Colleges of Cambridge.

None of this is possible without the vision and generosity of our donors, volunteers and alumni.

Thank you for believing in #Cambridge.





The Dear World... Yours, Cambridge fundraising campaign has raised over £2.2 billion for the University and Colleges of Cambridge.

None of this is possible without the vision and generosity of our donors, volunteers and alumni.





♡	tl	♀	
104	36	1	
Impressions ()	Engagements ①	Detail expands ③	
18,538	795	113	







The Dear World... Yours, Cambridge campaign has raised over $\pounds 2.2$ billion for the University and Colleges.

With your help, Cambridge is able to change people's lives today and transform the world of tomorrow.

youtu.be/JYw_fvhMXUI?t=...

@YoursCambridge #CambridgeAlumni





Positive audience reactions



Professor Maggie Atkinson (She/Her) • 2nd Member Board Of Trustees at UNICEF UK

Love this. I spend a good deal of time myth busting whenever I can about who can & does get in, about the support as well as the challenge on offer, about the facilitation of learning as well as the hard work of doing so there. I got in from incredibly ordinary circumstances way back in 1975. And yes it was hard but it was also glorious and fun! Share this video widely. Its message is spot on!



Melinda Church • 2nd Accomplished Writer and Strategist

Cambridge's campaign has been an extraordinary master class in messaging—start to finish.



Catherine Aman • 2nd Press and Media Manager 4mo •••

...

1w ***

Wow, this is goose-bump inducingly good. Well done!



 Katherine Lawrence • 2nd
 3w •••

 Employer Engagement Coordinator | Co-Lead Project Management Co...
 Amazing video - makes me very proud to work for the University.



Deme @	DemelashMathe	ew2 · 12 Nov 20	22	
Replying	to @Cambridge	Uni and @Yours	sCambridge	
Wow				
0	11	Ö	da	<u>,</u>



2w ***

Patricia Braham Danver • 2nd Senior Director at Cambridge in America 1w • (5) + Follow

The impact of this campaign is incredible, and the video https://lnkd.in/e6eNWV3 is an amazing example of how to tell the story. #thankyou #communications #universityofcambridge



Dear Alison,

A short reply to your splendid letter to say how thrilled I am at the results of the campaign. Giving to Cambridge and particularly to ones own college has a very special feel about it. Though I suspect this 90 year old bishop will soon be rejoicing about it all from elsewhere.

A very good picture to go with your letter. With many enjoyable thanks,



Donor video



<u>Video</u>

