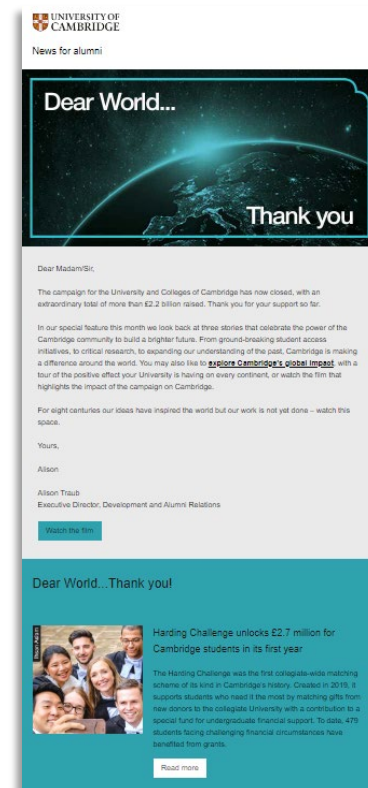
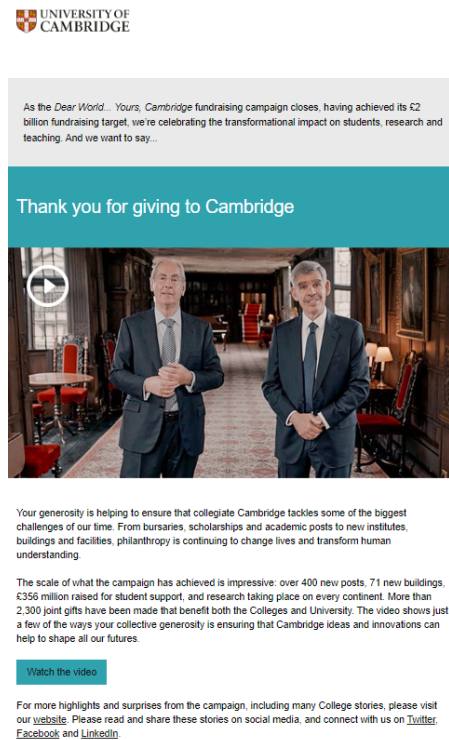
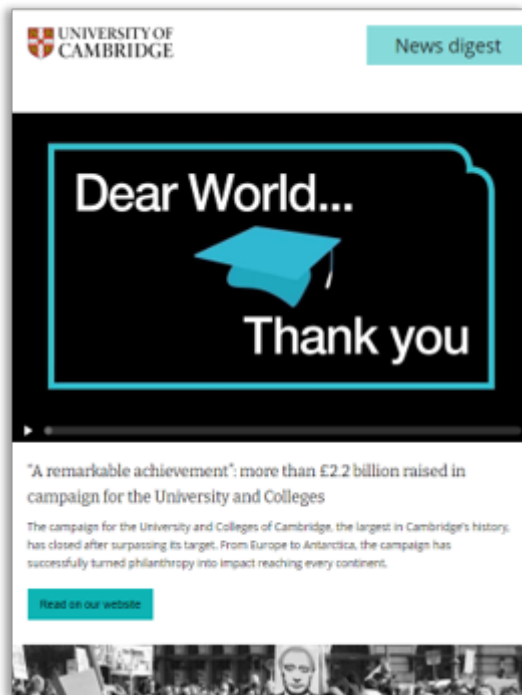


Dear World...

Yours, Cambridge

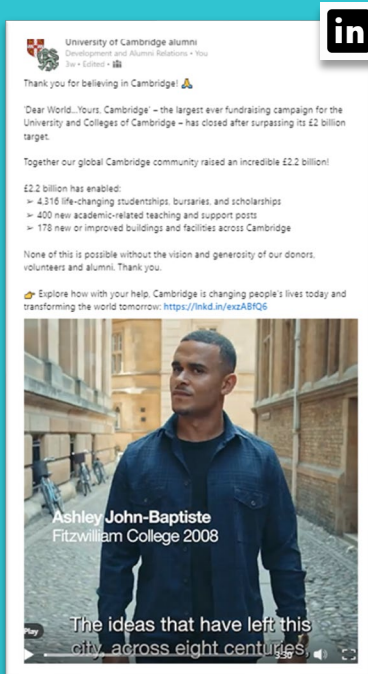
# Communications sharing the video and reactions

# We informed and inspired

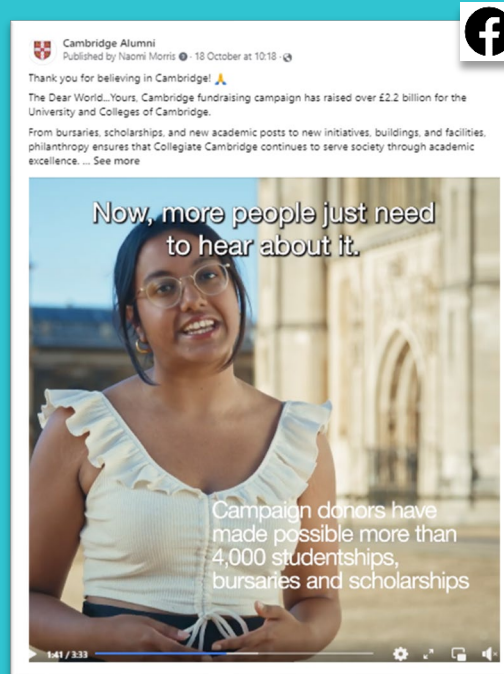


- 8.10K emails hit inboxes
- 1.91K alumni received email communications
- Over 19,000 donors received a thank you note

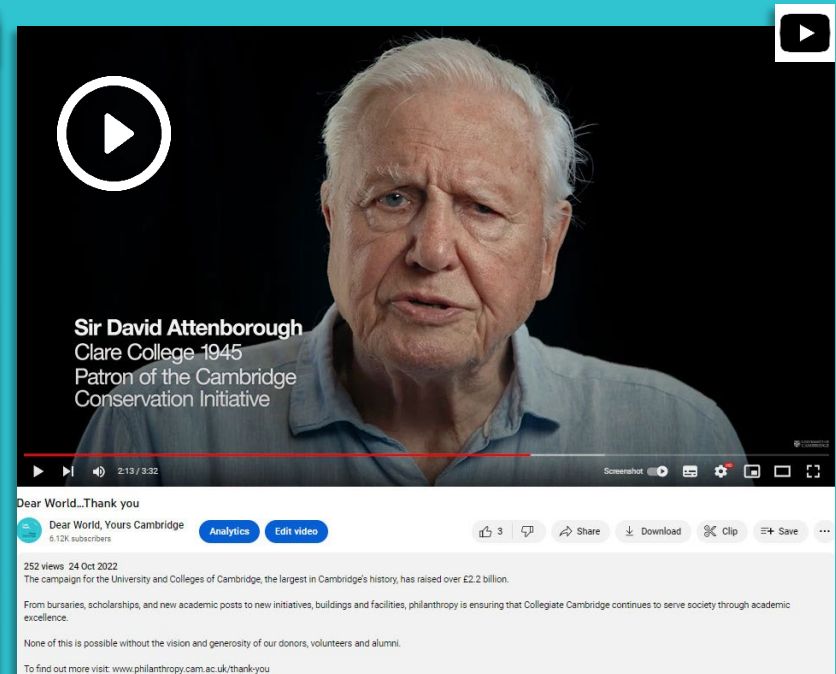
# We shared the video across the University's social media channels



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

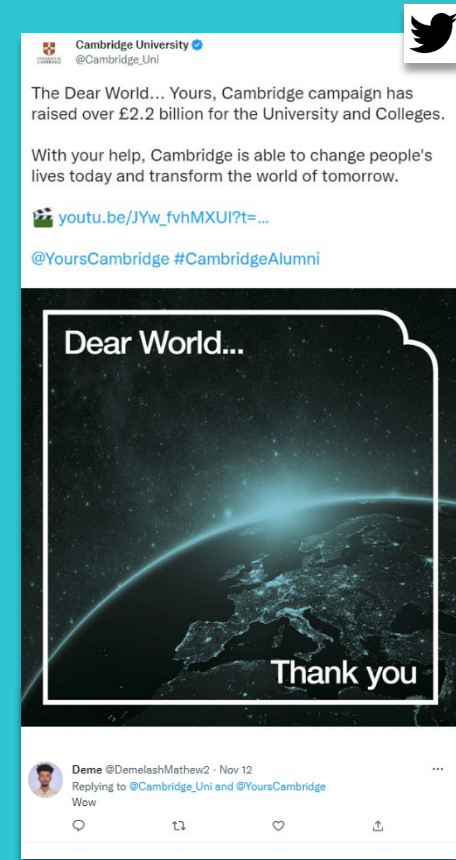
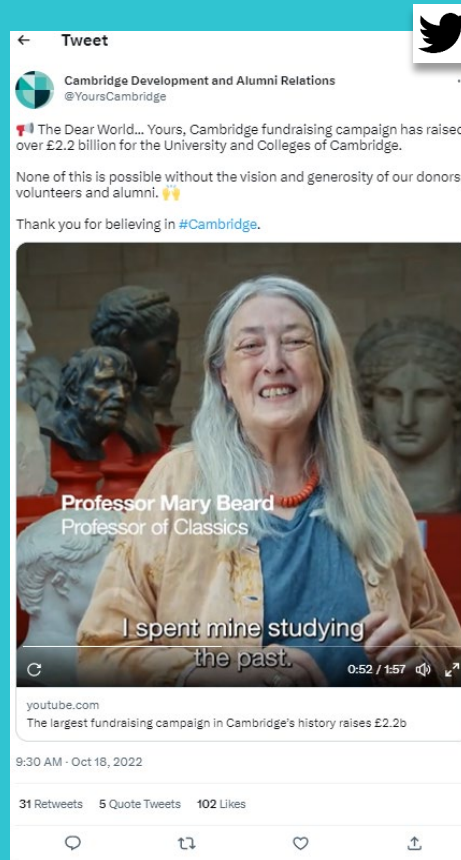


- Seen by 3,624 people
- 166 people shared, liked or commented



- Watched 3,943 times on YouTube

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





# Positive audience reactions



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

2w ...

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

1w ...

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



**Catherine Aman** • 2nd  
Press and Media Manager

4mo ...

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



**Katherine Lawrence** • 2nd  
Employer Engagement Coordinator | Co-Lead Project Management Co...

3w ...

Amazing video - makes me very proud to work for the University.



**Deme** @DemelashMathew2 • 12 Nov 2022  
Replying to @Cambridge\_Uni and @YoursCambridge  
Wow



**Patricia Braham Danver** • 2nd  
Senior Director at Cambridge in America  
1w •

+ Follow

The impact of this campaign is incredible, and the video <https://lnkd.in/e6-eNWV3> is an amazing example of how to tell the story. #thankyou #communications #universityofcambridge



**Kathryn Hageman** (She/Her) • 1st  
Campaign Director for Cambridge Children's Hospital

2mo ...

Love this!



**edmond salter** • 3rd+  
Architect | Designer-Maker | Innovator

3w (edited) ...

Great contributions by all @ University of Cambridge!  
Open to all!  
Proud to be an alumnus!



**Darshana Joshi, Ph.D.** • 2nd  
Physicist | Founder, VigyanShaala | Cambridge University | SheForSTEM ...

3w ...

Amazing . Super excited for this new era of access and equity at Cambridge.

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



Video