

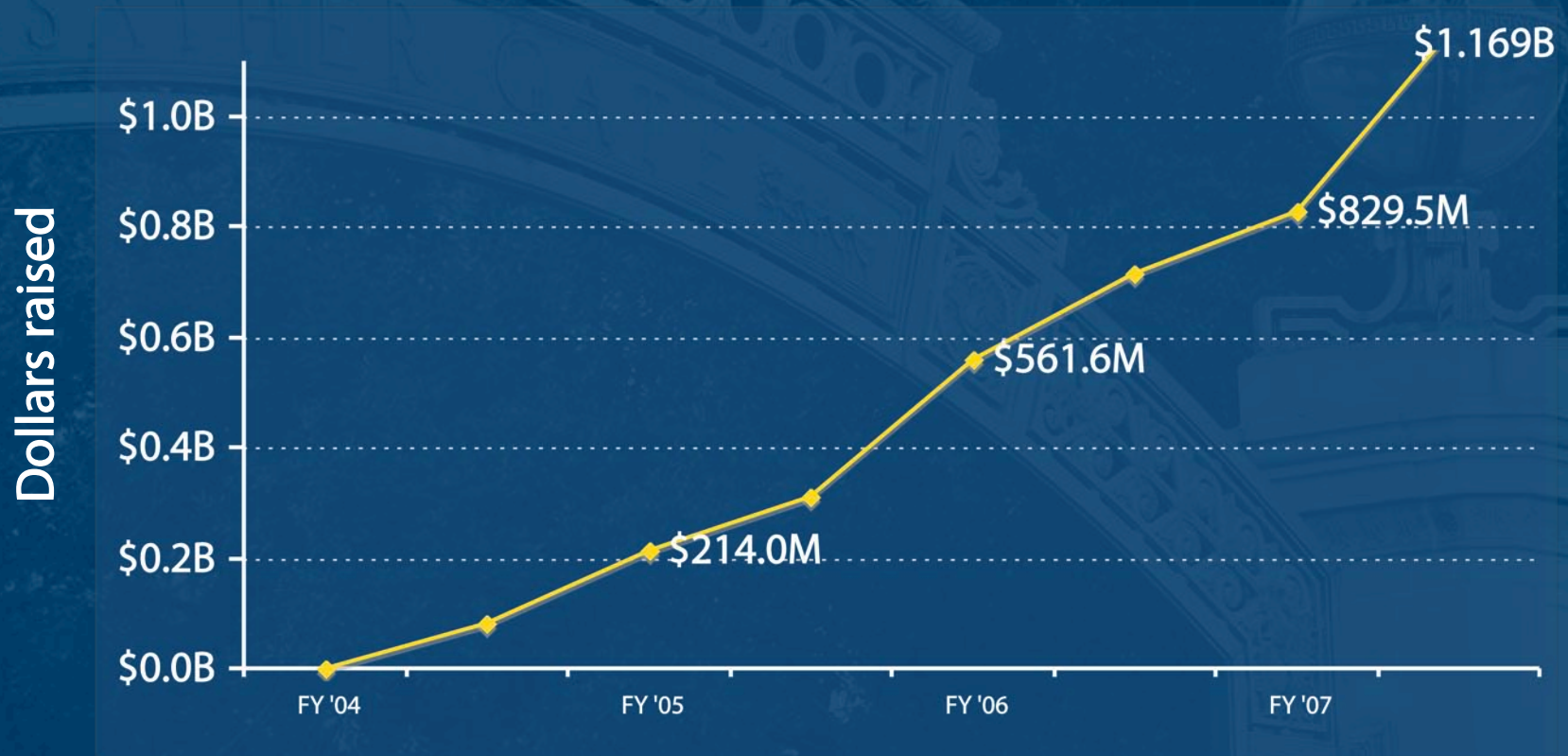


# The Campaign for Berkeley Report

David Blinder | Associate Vice Chancellor, University Relations

# The Campaign for Berkeley Quiet Phase Progress

Campaign gifts and pledges as of April 30, 2008 = **\$1.169 Billion**



# Campaign Support by Use Gifts and Pledges

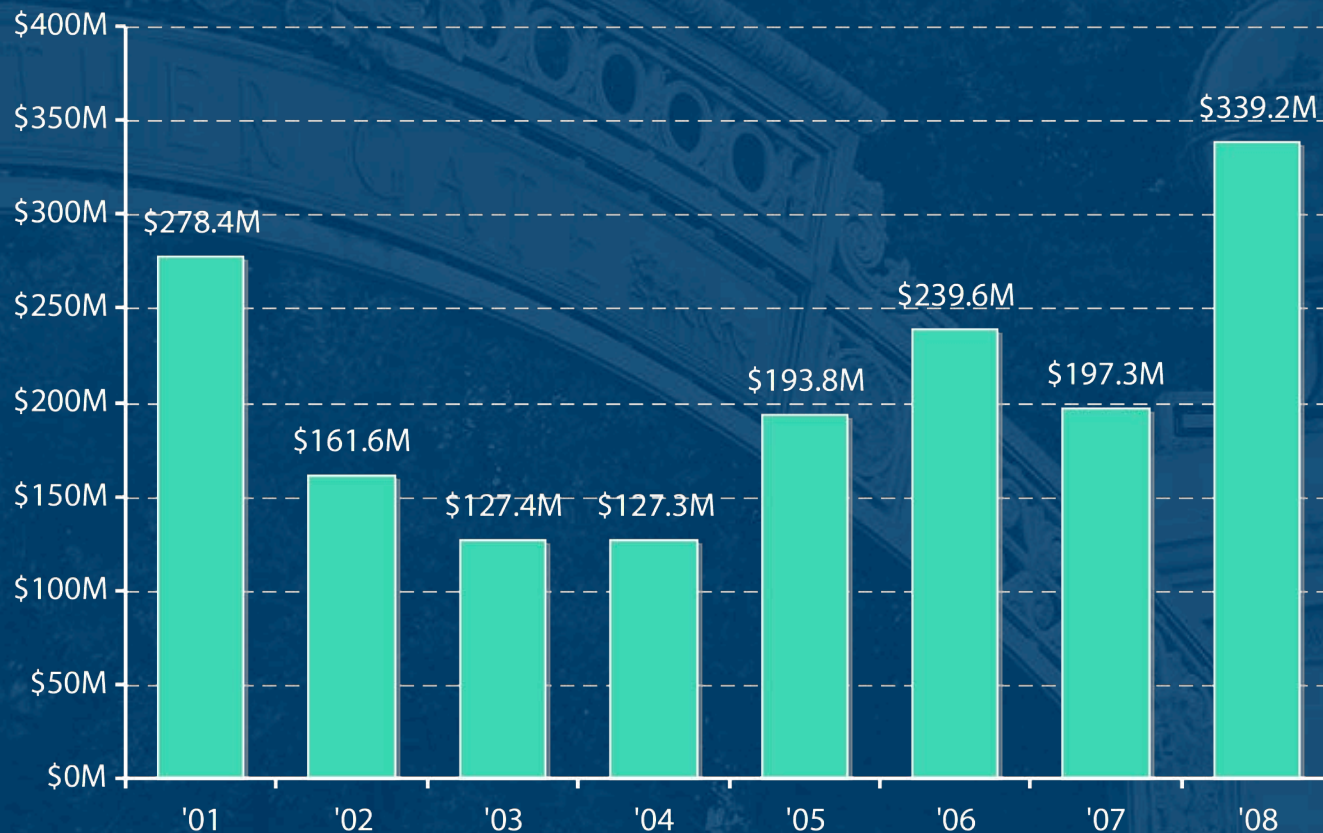
As of April 30, 2008

Endowment	\$456,584,260
Non-Endowment	712,125,731
<hr/>	
<b>Total</b>	<b>\$1,168,709,991</b>

# Private Giving to Berkeley

## Year-to-Date Comparisons

July 1–April 30



# Annual Programs Revenue

July 1, 2007–April 30, 2008

The Cal Fund

\$4,463,117

Annual Services Program  
for Schools/Colleges Programs

\$4,494,308

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**Total**

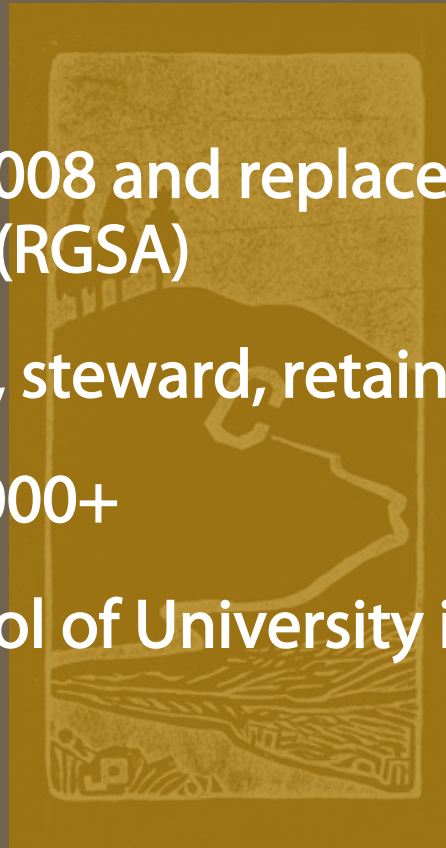
**\$8,957,425**

- +27% revenue
- +30% donors

# New Annual Giving Recognition Program

## The Charter Hill Society

- Launches July 1, 2008 and replaces Robert Gordon Sproul Associates (RGSA)
- Focus to motivate, steward, retain annual donors
- Partner level \$10,000+
- Charter Hill: Symbol of University ideals/Big "C"



# The Campaign for Berkeley Volunteer Leadership

## Campaign Co-Chairs

- 5 individuals or couples rotate each year as lead

## Trustees of UC Berkeley Foundation

- Campaign Steering Committee

## Regional Campaigns

- Southern California, Silicon Valley, New York Metro

## Schools/Colleges/Programs Campaign Committees

## Class Reunion Committees

# The Campaign for Berkeley Kickoff Activities, September 2008

## Campus festivities (September 14–19)

- Music Festival (Sunday)
- Poetry Readings (Monday)
- Hertz Hall Concert (Wednesday)
- Quiz Bowl — Faculty, staff, alumni (Thursday)
- Pancake Breakfast (Friday)

## UC Regents approval (UC Irvine, September 17–18)

## Public/Press Announcement (Thursday, September 18)

- Unveil “Thanks to Berkeley...” public installation
- Campaign leadership luncheon
- Campaign symposium

## Kickoff Gala, Memorial Glade (Saturday, September 20)

- Academic symposia
- Tours and Open Houses



# Donor Survey Research Results Spring 2008

University of California, Berkeley

# Survey

## Audience

- 46,000 alumni, parents, and friends identified as potential campaign donors including current donors at all levels and rated prospective donors

## Focus

- Knowledge of Berkeley's priorities
- Response to key messages
- Donor satisfaction, giving interests, and motivation

## Response

- 4,049 respondents
- 8.8% response rate

# Survey Response

Life-Time Giving	Number of Respondents	Participation Rate
Non Donors	157	2.2%
\$1 - \$999	1,282	6.9%
\$1,000 - \$9,999	1,425	11.3%
\$10,000 - \$99,999	934	15.1%
\$100,000+	251	17.2%
<b>Total</b>	<b>4,049</b>	<b>8.8%</b>

# Survey Key Findings: Awareness of Berkeley's Priorities

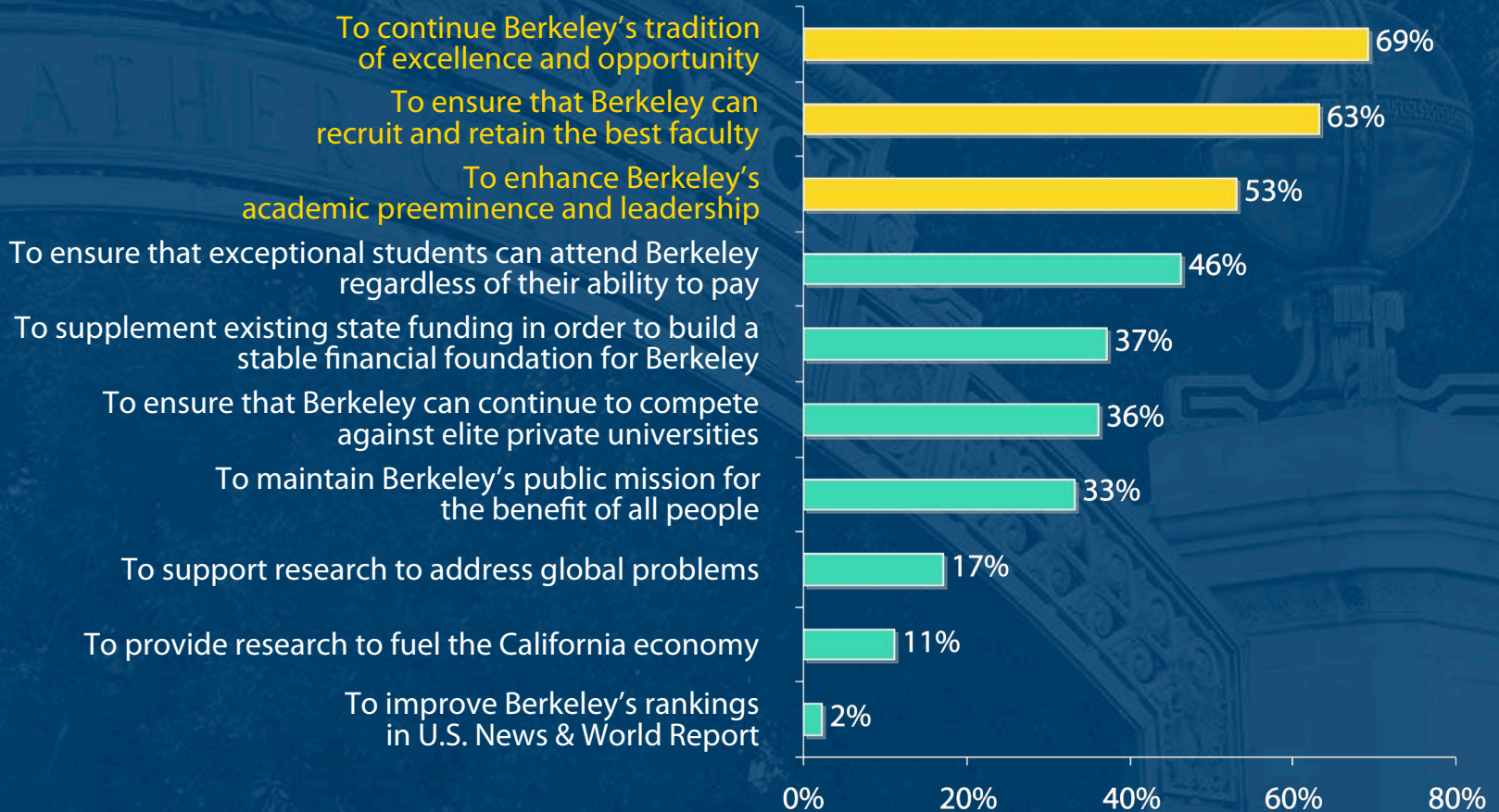
	Non-Donors	<\$1K	\$1K – \$10K	\$10K - \$100K	\$100K+
Maintaining Berkeley's academic preeminence in all fields	★	★	★	★	★
Continuing cutting-edge research	★	★	★	★	★
Recruiting and retaining top faculty	★	★	★	★	★
Creating a solid financial footing for Berkeley	★	★	★	★	★
Improving diversity and inclusion in the university setting	★	★	★	★	★
Ensuring that exceptional students can attend Berkeley regardless of their ability to pay	★	★	★	★	★
Ensuring an effective and well-run university	★	★	★	★	★
Improving undergraduate teaching and learning	★	★	★	★	★

★ Very Aware 18–46%

★ Very Aware 51–81%

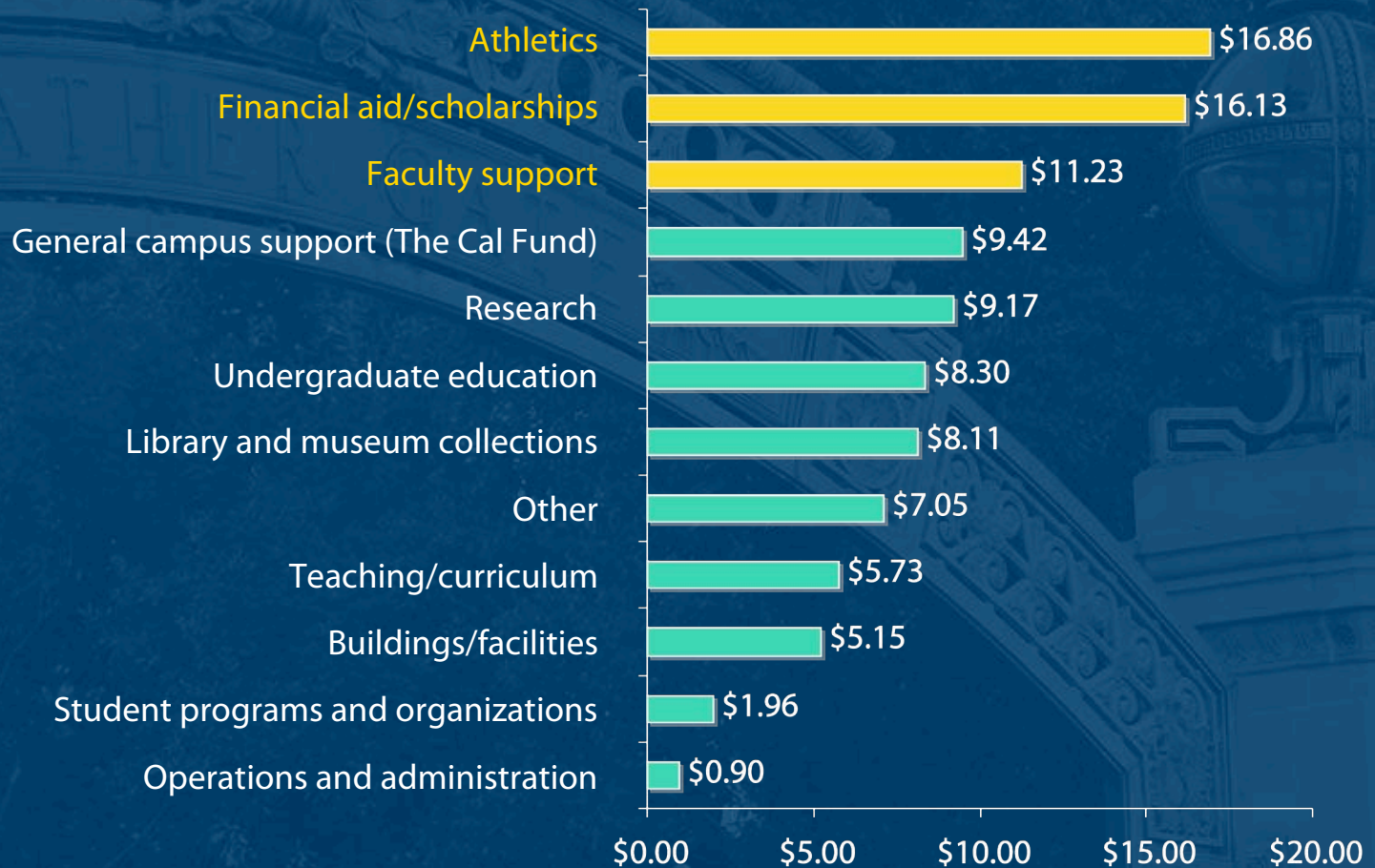
# Survey Key Findings: Most Compelling Reasons to Give (Donors of \$10K+)

*Which statements do you think are the most compelling reasons to give?*



# Survey Key Findings: Areas of Giving (Donors of \$10K+)

*How would you distribute \$100 to Berkeley?*



# Survey Key Findings: Communications Awareness (Donors of \$1K+)



The communications that received scores of 50% or more were also rated as helping to keep people connected to Berkeley.

## Survey Key Findings:

# Overall Observations and Conclusions

1. Overall campaign messaging should focus on academic preeminence/leadership, keeping top faculty, and maintaining excellence and opportunity.
2. Faculty will be key to the campaign's success.
3. The case for student support must be carefully articulated and promoted more aggressively.
4. The state budget crisis will not necessarily motivate donations.

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5. Cal Athletics is one of the top giving options for donors of \$10K+.
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7. Berkeley's public mission, fueling the state's economy, training future leaders, and addressing global problems not compelling or inspiring reasons to give.

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