




#Altraining

## PARTNERING ADVANCEMENT & COMMUNICATIONS TO ENHANCE YOUR INSTITUTION'S BRAND


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## LEARNING OUTCOME

### After participating...

...you will be able to work more effectively with your marketing and communications or development colleagues to increase the impact of your branding campaign.



## AGENDA

- Institutional Fundraising Context & Background
- Re-Branding Campaign's Implications on Development
- Post-Campaign
- Successful Development & Communications Partnerships
- Development Successes
- Looking Ahead

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## INSTITUTIONAL FUNDRAISING CONTEXT & BACKGROUND

## ■ UC DAVIS FUNDRAISING BACKGROUND

- UC Davis is relatively new to fundraising
- New chancellor made fundraising a top priority
- Launched and completed 1<sup>st</sup> ever comprehensive campaign (\$1B) in heart of recession
- Started in newly created Vice Chancellor role shortly after public launch



## ■ LAST 3 YEARS

- Ramped up staffing
- Created strong central office
- Moved from highly de-centralized model to hybrid structure
- Developed and implemented pillars for recruitment and retention of top talent
  - Metrics and accountability for all staff
  - A career ladder
  - Training and professional development opportunities
  - A rewards + recognition program



■ CAMPAIGN  
WAS  
BRANDED...

THE  
CAMPAIGN FOR  
UC DAVIS

ai ACADEMIC  
IMPRESSIONS 7

■ CAMPAIGN  
RESULTS

- From a branding perspective, due to decentralization, no widespread adoption of campaign brand
- As a result, tremendous missed opportunity for education
- Majority of 110,000 donors were uninformed about the campaign

ai ACADEMIC  
IMPRESSIONS 8

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## RE-BRANDING CAMPAIGN'S IMPLICATIONS ON DEVELOPMENT



### POLL

**Which of the following best  
describes your campaign  
branding?**



## CAMPAIGN REBRANDING


- The “One Campaign” launched approximately six months before the comprehensive campaign ended
- During that period, development primarily used the campaign logo but began using “One Campaign” messaging (in written materials)
- Just before end of campaign, we began co-branding events and materials
- At campaign closing celebration in May 2014 during multimedia event with 500 donors present, we literally transitioned them
- The day after the campaign ended, there was a full transition




One UC DAVIS



# ONE CAMPAIGN, ONE HUNDRED STORIES





[Make a gift now ▶](#)

[Ways to Give](#)
[Areas to Support](#)
[Impacts of Giving](#)
[Contact Us](#)

[Home](#) > [Impacts of Giving](#) > [One Campaign, One Hundred Stories](#)

## ONE CAMPAIGN, ONE HUNDRED STORIES

Behind every gift to UC Davis there is a story — a narrative of how people are fulfilling their life's passion by sharing it with others through a philanthropic gift.

There is a narrative behind why someone chooses to give his or her time, talents and resources to support the mission and the people of UC Davis. Through this series we are honored to share one hundred of these stories.

These are chronicles of individuals, couples and families among thousands of alumni, faculty, staff, friends and students. Their gifts came in all sizes, but all tell a tale of promise, change, inspiration, gratitude and hope.

These profiles represent the 100,000-plus donors who were inspired to give to UC Davis through its first comprehensive fundraising campaign, together raising more than \$1 billion.


We invite you to read, enjoy and share the accounts of these people who have transformed UC Davis and made a difference in the lives of people throughout California and the world with their generosity.

Together, these stories are the one story of The Campaign for UC Davis.

**One Campaign, One Hundred Stories**


- [Stories 1-10](#)
- [Stories 11-20](#)
- [Stories 21-30](#)
- [Stories 31-40](#)
- [Stories 41-50](#)
- [Stories 51-60](#)
- [Stories 61-70](#)
- [Stories 71-80](#)
- [Stories 81-90](#)
- [Stories 91-100](#)

**Make a gift now ▶**



Office of University Development  
UC Davis  
One Shields Avenue  
Davis, CA 95616-5270  
phone: (530) 754-4438  
fax: (530) 754-2294

### Stories 1-10




Saved By Education



Giving 100 Percent






Promise of Hope



Gift of Music

### Stories 11-20



# ONE CAMPAIGN, ONE HUNDRED STORIES





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## SAVED BY EDUCATION

SHARE THIS: [f](#) [t](#) [in](#) [+](#)

Cold. Alone. Young. Abused. Homeless.

This is how philanthropist Sandi Redenbach's story begins. Thanks to education, it is not where her story ends.

The UC Davis alumna, who lived on the streets of Boston as a teenager and worked night shifts as a lounge singer and waitress in dive bars, was so destitute that she can recount tales of sharing a single pair of shoes with another waitress for months until she could afford her own pair.

Through her tenacious spirit and pursuit of an education, Redenbach's life journey led her from Boston to Northern California and then to UC Davis.

Redenbach '72, cred. '73 said UC Davis prepared her for a fulfilling career as a junior high and high school drama, social studies and English teacher for more than 30 years. She is now an author and national consultant focused on the education of and programs for at-risk students.

Redenbach and her husband, Ken Gelatt '67, cred. '68, believe so much in the power of education that they made donations to create and support in perpetuity the Sandi Redenbach Students at Promise Award. The fund supports UC Davis teaching credential and master's degree students who are committed to improving education for those at risk of not succeeding in school.

"Even when I was a high school dropout and homeless, I still had hope that someday, somehow I would find a way to be somebody," said Redenbach, who founded a drop-out recovery, independent study high school in Woodland, Calif. "And I just really want that for every kid."

[more on Sandi and Ken](#)

**Stories 1-10**

- [The Gift of Music](#)
- [Setting the Standard](#)
- ▶ Saved by Education**
- [Power of Knowledge](#)
- [Giving 100 Percent](#)
- [Structure of Support](#)
- [Promise of Hope](#)
- [Giving Aggies a Hand](#)
- [By Her Side](#)
- [Families Battling Cancer](#)

**Make a gift now ▶**



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Sandi Redenbach and Ken Gelatt

These ONE hundred stories represent the people who have transformed UC Davis through their generous support of our first comprehensive fundraising campaign. Together, these stories are the ONE story of The Campaign for UC Davis.





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## SUCCESSFUL DEVELOPMENT & COMMUNICATIONS PARTNERSHIPS



### **PARTNERSHIP STRUCTURE**

- While strategic communications and development both reported to the chancellor, we were committed to working together
- Strategic communications views development as one of its top priorities and donors as one of its top audiences; revenue and reputation
- Our two teams were collaborative in every way



## **FOLLOWING DEVELOPMENT'S LEAD**

- New office created, dissolving “Advancement”; associate chancellor position created as well.
- UC Davis Strategic Communications led a comprehensive staffing assessment of all marcom positions across both campuses.

## **FOLLOWING DEVELOPMENT'S LEAD**

- Several hundred decentralized communicators and millions of dollars not focused on shared goals
- No consistent communications support for development activities in the decentralized areas (in spite of, at times, direct reporting relationships)

## FOLLOWING DEVELOPMENT'S LEAD

- Began to create new staffing alignments of central and decentralized staff
- Shared goals and emphasis on supporting private giving
- Central Office: agency model focused on reputation and revenue
- Decentralized: content and strategy



Media Relations and Internal  
Communications

Marketing Strategy  
Market Research  
Measurement

Web Comm.  
Start-up  
Writing, Development, Info  
Architecture, Design  
Social Media Best Practices

Creative  
Graphic Design  
Photography  
Videography

Dotted Line

Student Affairs Strategic Communications, Development/Alumni  
Communications, College of Letters and Science, Health System

## VENDOR SYSTEM

- Marketing Research
- Marketing Strategy
- Writing
- Web Design
- Mobile Applications
- Graphic Design
- Photography
- Videography
- Media Buying



## 80 VENDORS SELECTED AND TRAINED

- Price locked in each category
- Selected through teams throughout the university
- Training once a year
- Vendor fair once a year
- Intranet - Angie's List for UC Davis




## ■ FINANCE AND ADMINISTRATION

- Tracking all contracts
- Year-end report
- Move saved money from decreased positions and lower marketing budgets into our central unit to hire the staff needed for plan implementation

## ■ RETOOLING THE TOOLS

- Alumni magazine redesign and new audience goals
- Web site redesign and new interactive elements
- Focused now on building and maintaining key alumni relationships and building memberships that lead to greater Annual Fund giving

E-NEWSLETTER




**ONE WORLD**  
**One UC DAVIS**

*This monthly newsletter is brought to you by the Cal Aggie Alumni Association (CAAA).*

**Alumna makes major donation for classroom and recital hall**

A new classroom and recital hall building at the University of California, Davis, will be named the Ann E. Pitzer Center to honor an alumna who donated \$5 million toward the building. The gift from the late Ann E. Pitzer '58 and the naming were announced Nov. 13.



The Ann E. Pitzer Center is scheduled to open in early 2016 and will include a recital hall, classrooms and practice rooms. The gift from Pitzer will allow for construction of practice rooms and facility enhancements and support.

[Read more.](#)

**JOIN CAAA**

Give the gift of membership this holiday season!

**Upcoming Events**

- Dec. 10 - Networking in Amsterdam
- Dec. 15 - Hong Kong Holiday Celebration
- Dec. 20 - Orange County Food Bank Community Service
- [View more](#)

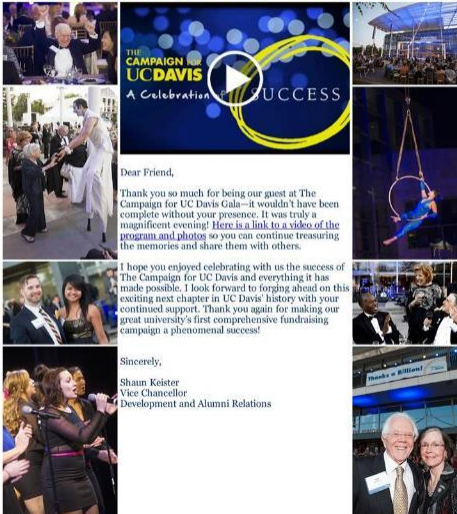
**Featured Member Benefits**

27

FINALE  
THANK YOU  
E-MAIL

THE CAMPAIGN FOR UC DAVIS

# Thanks a Billion!



**THE CAMPAIGN FOR UC DAVIS**  
A Celebration of SUCCESS

Dear Friend,

Thank you so much for being our guest at The Campaign for UC Davis Gala—it wouldn't have been complete without your presence. It was truly a magnificent evening! Here is a link to a video of the program and photos so you can continue treasuring the memories and share them with others.

I hope you enjoyed celebrating with us the success of The Campaign for UC Davis and everything it has made possible. I look forward to forging ahead on this exciting next chapter in UC Davis' history with your continued support. Thank you again for making our great university's first comprehensive fundraising campaign a phenomenal success!

Sincerely,  
Sham Keister  
Vice Chancellor  
Development and Alumni Relations

## DONOR "ONE" CAMPAIGN STORIES

ONE WORLD  
**One UC DAVIS**

UC DAVIS

Tell us your story »

RENEWING CULTURE



A CORNERSTONE OF MARSHALL MCKAY'S VISION is his commitment to Native American cultural renewal — a focus he extends into education and sustainable land-use practices. Chairman McKay and the Yocha Dehe Wintun Nation have given abiding support to UC Davis, including a significant gift for the

**Marshall McKay**  
Positions: Chairman of the Yocha Dehe Wintun

- ACCOMPLISHED STUDENT ATHLETES »
- EXCEPTIONAL STAFF »
- EXTRACORDINARY STUDENTS »
- INSPIRATIONAL MENTORS »
- ONE OF A KIND »
- OUTSTANDING ALUMNI »
- PHENOMENAL FACULTY »
- MORE VISIONARY COMMUNITY »**
- GLOBAL SCHOLARS »

RELATED STORIES:




LEGACY OF HEALTHY LIVING

**ai ACADEMIC IMPRESSIONS** 29

## CAMPAIGN FEATURED IN ANNUAL REPORT

Breaking ground and inspiring discovery



One of the tall, airy halls of UC Davis is a profound statement in discovery. The entire university is a monument to discovery, and in March 2024, UC Davis broke ground on its latest beacon of discovery and invention: the Jan Shree and Maria Monetti Shreeve Museum of Art.

When shovels went into the ground, they represented the next step in a process that began over two decades ago when a noble gift of campus land was set aside for the creation of a world-class museum of art. This is not just any gift, it's UC Davis' groundbreaking influence on art in California as seen in the legacies of Willye Theodora and Robert Shreeve, who created UC Davis in the 1960s and launched a new generation of visionary artists. With its unique ability to combine an educational mission with an atmosphere of unfettered creativity, the Shreeve Museum will serve as a catalyst for discovery across UC Davis.

THE CAMPAIGN FOR UC DAVIS

Advocates **JAN SHREE** and **MARIA MONETTI SHREEVE** came to America from different parts of the world, but with a shared passion and a vision. Through education and the arts, they found both the path and the purpose to a better world. Their generous gift allows their respective cultures and love the same opportunity. With a \$25 million gift as part of the campaign for UC Davis, Jan and Maria have enabled the creation of a world-class museum that will honor their names and serve as a home in the Fine Arts Collection at UC Davis. The Shreeve Museum will be dedicated to discovery in the arts and will serve as a place for discovery, learning and new and new connections with art.

**50,000** square feet of indoor and outdoor space will be dedicated to art and education at the Jan Shree and Maria Monetti Shreeve Museum of Art.

UC DAVIS 30

## UC DAVIS MAGAZINE



ai ACADEMIC  
IMPRESSIONS 31

## FOCUSING

- New approach for merging the Annual Fund strategy with the branding strategy
- Tweaked approach for planned giving

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IMPRESSIONS 32



**PLANNED GIVING**



*Your legacy is our future.*

UC Davis is a pioneer in a world that is watching the next generation of society's leaders. Support the future of our future students and make a lasting impact on the future of our world with a planned gift.


Katiani Compton, School of Law Class of 2032

To learn more about how you can write your legacy with the future of UC Davis, visit [plannedgiving.ucdavis.edu](http://plannedgiving.ucdavis.edu).

ONE WORLD **One UC DAVIS**

**ai ACADEMIC IMPRESSIONS** 33

**ANNUAL FUND**



**Feeding the whole world is hard.**

Doing good in this world can seem like a monumental task. Then daily giving to the UC Davis Annual Fund is easy. You'll be supporting our greatest scientists and researchers for studies and support for faculty research that could potentially change the world.

And when we come together on the easy part, we help UC Davis do the hard part.

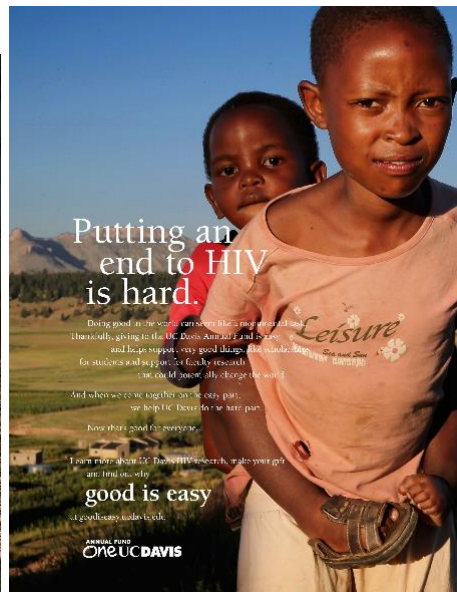
Now, that's good for everyone.

Learn more about UC Davis food research, make your gift and feed it easy.

**good is easy**

at [goodiseasy.ucdavis.edu](http://goodiseasy.ucdavis.edu).

ANNUAL FUND **One UC DAVIS**



**Putting an end to HIV is hard.**

Doing good in this world can seem like a monumental task. Then daily giving to the UC Davis Annual Fund is easy. You'll be supporting our greatest scientists and researchers for studies and support for faculty research that could potentially change the world.

And when we come together on the easy part, we help UC Davis do the hard part.

Now, that's good for everyone.

Learn more about UC Davis HIV research, make your gift and feed it easy.

**good is easy**

at [goodiseasy.ucdavis.edu](http://goodiseasy.ucdavis.edu).

ANNUAL FUND **One UC DAVIS**

**ai ACADEMIC IMPRESSIONS** 34

## ■ ALIGNING... EVERYTHING

- Better calendaring of communications distribution to ensure right flow of messaging to right audiences
- Strategic Communications worked with Regional Development staff to preempt media relations around key events

## ■ ALIGNING... EVERYTHING

- Better alignment of chancellor communications with important development messages
- Collaborative approach to crisis communications
- [Web site](#) coordination
- Joint budget items and presented as a unified team

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## DEVELOPMENT SUCCESSES



### ■ STRONG RELATIONSHIP BETWEEN TWO LEADERS

- \$1.1B
- 110,000 donors
- One Campaign allowed us to focus on individual donor stories (which we had not done effectively in the past)
- Used theme to entice donors to tell their stories



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LOOKING AHEAD

 ACADEMIC  
IMPRESSIONS 39

ONE 2.0

One = unique

 ACADEMIC  
IMPRESSIONS 40

## MANIFESTO

This is the home of the  
go-getters,  
change makers,  
problem solvers.

Here you are one of a kind  
and part of a kind.

The kind that works together  
and grows together.

Here you will improve health,  
enrich life and help feed the world.

Here you will challenge convention  
and make learning your own.

Here because you know  
a thing or two about being different  
and doing things your own way.

Here you will find support  
and likewise become a supporter.

Here you are an Aggie.  
The kind that strives for better.  
The kind that breaks new ground.

Here, you will make your mark,  
transform our institution and in turn  
make the world a better place.

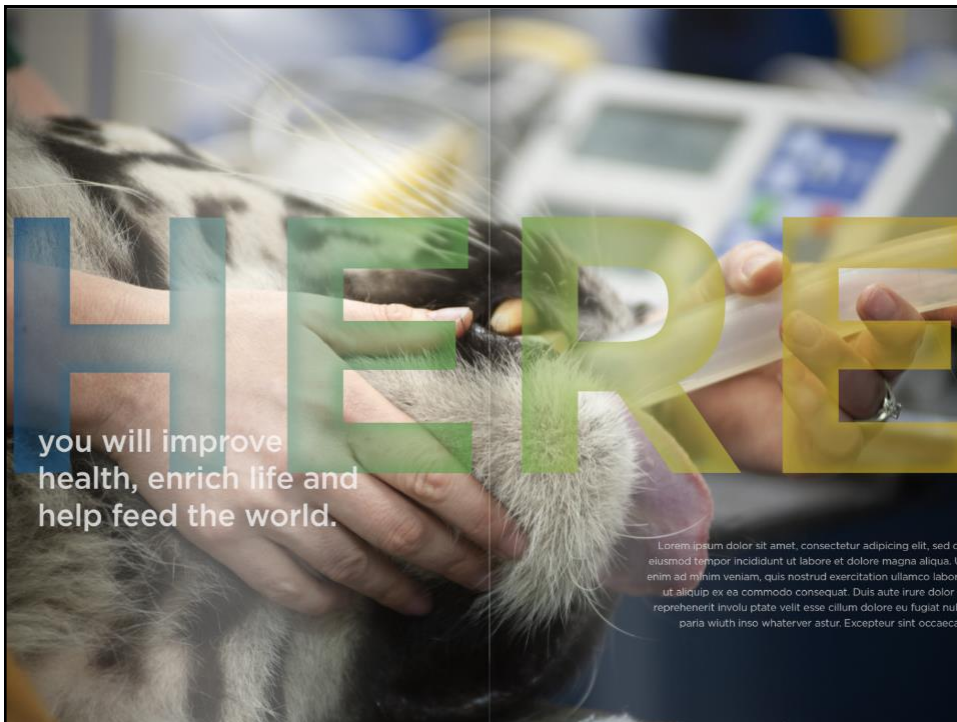
One UC Davis. One of a kind, like you.

41



42

■ **INSIDE  
SPREAD**







Partnering Advancement and Communications to Enhance Your Institution's Brand





## ■ MARKET RESEARCH IN SYNC WITH PROSPECT MANAGEMENT

- Development and Alumni Relations in process of wealth assessments
- Strategic Communications collected market research of key audiences for baseline discovery
- Building the next branding campaign - continues the unification of institutional and fundraising themes



## ■ NEXT CAMPAIGN LAUNCH

- Quiet phase begins 2016-2017
- University strategic planning process underway
- Campaign launch in roughly 4-5 years will be tied back to strategic plan





## TAKEAWAYS

- Best results come from coordination between Communications and Development
  - Branding initiatives are best timed so that they are rolled out prior to campaign
- Shared brand creates unified image of whole institution and shared approach better leverages positive messaging*
- Campaign branding should naturally dovetail with the overall university branding



## TAKEAWAYS

- Branding should be pervasive throughout all development materials
- All communications need to consider ways to drive the brand to a call to action that often includes fundraising



## QUESTIONS



## EVALUATION

# Thank you!

Please remember to complete the event evaluation.  
Your comments will help us continually improve the  
quality of our programs.

<https://www.surveymonkey.com/r/LY5FJBV>

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54