

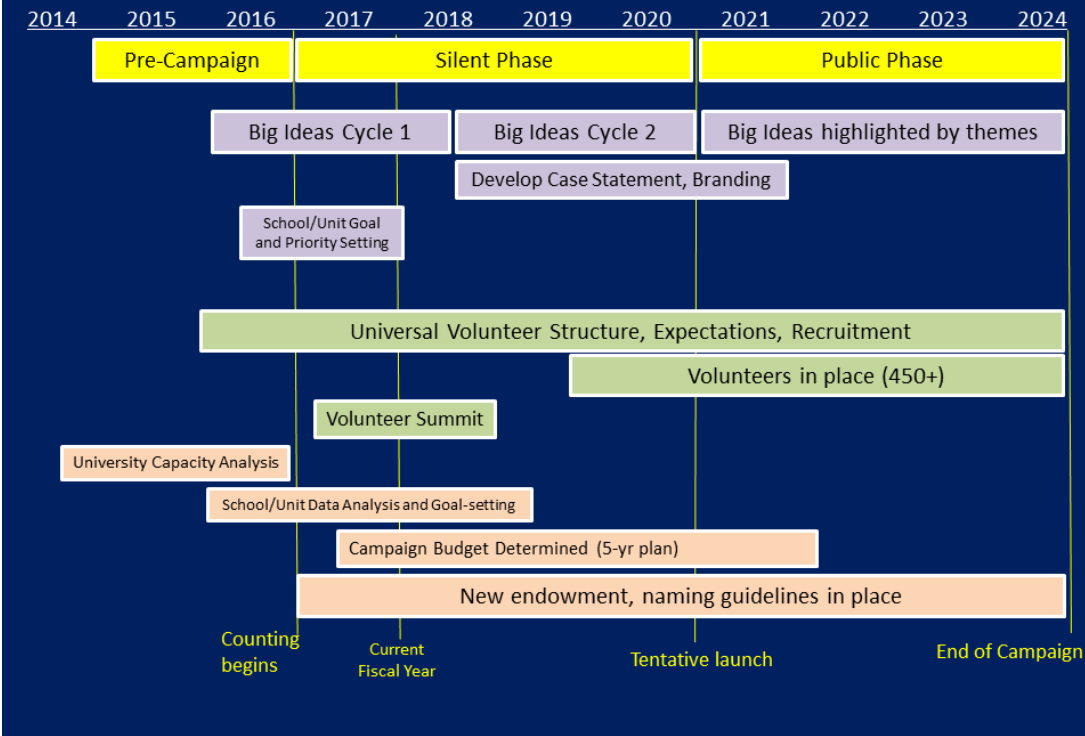
CAMPAIGN UPDATE

Becky Furtado, Director, Marketing and Communications

Laura Pizzo, Senior Manager, Communications

January 11, 2018

Campaign Timeline



Currently in quiet phase of \$2B campaign

Public launch targeted Fall 2020

Big Ideas will flow into campaign brand, which will complement Chancellor's strategic plan.

Working Goals by College/School/Unit

| | |
|---------------------------------------|--------|
| Agricultural & Environmental Sciences | \$500M |
| Arboretum & Public Garden | \$30M |
| Betty Irene Moore School of Nursing | \$26M |
| Biological Sciences | \$75M |
| Education | \$24M |
| Engineering | \$100M |
| Graduate School of Management | \$50M |
| Intercollegiate Athletics | \$75M |
| Law | \$30M |

Working Goals by College/School/Unit

| | |
|----------------------|--------|
| Letters & Science | \$200M |
| Library | \$12M |
| Manetti Shrem Museum | \$20M |
| Mondavi Center | \$20M |
| Office of Research | \$60M |
| Student Affairs | \$40M |
| UC Davis Health | \$474M |
| Veterinary Medicine | \$508M |

* Some areas have goals TBD (i.e. Graduate Studies, Global Affairs, etc.)

How do we reach these goals?

Target audiences for communications, marketing and fundraising

- Alumni
- Friends
- Grateful Patients/Grateful Clients
- Parents
- Corporations, Foundations, Industry Partners
- Faculty/Staff (current and retired)
- Students
- Alignment with university vision and mission

Big Ideas

Big Ideas are forward-thinking, interdisciplinary programs and projects that will build upon the strengths of UC Davis to positively impact the world for generations to come. UC Davis seeks to partner with passionate donors to help shape the future with these transformative projects.

Marketing Communications Objective

- Highlight the **history** of UC Davis in providing expertise, guidance and innovative solutions for California and the world
- Position UC Davis as leader **today** in innovation, collaboration and education across multidisciplinary fields
- Position UC Davis as a leader for the **future**
- Build **awareness** among potential partners, including innovators, researchers, business partners, donors and the public
- **Differentiate** UC Davis as a premier university by providing exemplary leadership in innovative research, training and solutions, and helping solve complex problems

Tactics

- Market research – Identify and target potential donors
- Events – Feature Big Ideas at donor, alumni and university events
- Visual identity – collateral, PowerPoint, Web
- Big Ideas Web site – visually engaging with call to action
- Videos– for use across distribution channels for multiple audiences
- External and internal communications
- Traditional and social media
- Speaker opportunities

COLLABORATE! With StratComm and all campus communicators

External and Internal Communications

- Storytelling, with tie to Big Ideas
 - UC Davis Magazine
 - AggieXtra e-magazine
 - Aggie Connections e-newsletter
 - Donor e-newsletter
 - College/unit communications
 - Agriculture/Environmental Sciences, Engineering, Health Sciences, etc.
 - Dateline faculty and staff newsletter
 - Parent newsletter
 - Campaign volunteer e-newsletter



Latest *UC Davis Big Ideas* News

[Home](#) > [News](#) > [UC Davis Big Ideas](#)



The Pain Problem

By Jocelyn Anderson | December 6, 2017

[Human & Animal Health](#)



A Matter of Rights

By Keith David Watenpaugh | June 19, 2017

[Education](#)

News Categ

- University News
- Environment
- Food & Agricult

Big Ideas at UC Davis

Learn About the Big Ideas

News & Updates

Big Ideas Timeline

Definition of a Big Idea

Campaign Steering Committee

Big Ideas at UC Davis

School and Unit Initiatives

Development and Alumni Relations

University of
California, Davis
One Shields Avenue
Davis, CA 95616-
5270
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8616

News & Updates

This page contains the latest news on the Big Ideas process. Read the stories below.

Simulation Model Finds Cure Violence Program and Targeted Policing More Effective in Curbing Urban Violence

When communities and police work together to deter urban violence, they can achieve better outcomes with fewer resources than when each works in isolation, a simulation model created by researchers at the **UC Davis Violence Prevention Research Program**, Columbia University's Mailman School of Public Health and the University at Albany has found.

The Pain Problem

Pain is a pervasive problem that the medical community has not yet addressed in a comprehensive way. The **UC Davis Center for Advancing Pain Relief** hopes to address pain care with an interdisciplinary approach.

Healthy Brain Aging

Charles DeCarli, neurologist and director of the Alzheimer's Disease Center, and Kimberley McAllister, director of the Center for Neuroscience and professor in the neurology and neurobiology, physiology and behavior departments, are taking an interdisciplinary approach to rethink how brain health is defined as champions of the **Healthy Brain Aging Initiative: Brain Health Across the Lifespan** Big Idea for UC Davis.



Davis Chancellor's Club – SmartFarm



Leadership Giving Society Gala 2017



Veterinary Medical Center Campaign Launch

Marketing Communications: Next Steps

Q3/Q4 FY18

- Big Ideas marketing communications plan shared with faculty champions
- Big Ideas web site development
- Graphic and video assets developed
- Begin RFP development for selection of campaign branding agency

Q1/Q2 FY19

- Continue communications efforts and creative asset production
- Expand web to include subthemes and CRM
- Launch RFP process and select campaign branding agency

Q3/Q4 FY19

- Begin campaign development
- Create campaign calendar
- Build communications toolkit
- Launch campaign communications task force meeting with campaign overview
- Establish regular campaign communications meeting schedule

QUESTIONS?

Thank you