**Ross-CASE report 2019 Communications Toolkit**

*All information embargoed for 0:01 on Tuesday 30th April 2019*

Thank you for helping us to spread the word about the fantastic fundraising efforts UK & Irish Universities have undertaken.

This toolkit has been developed by CASE's communications agency, [Campaign Collective](http://www.campaigncollective.org). It is designed to help you spread the news of specific institutional successes alongside the national picture.

The key elements are:

1) Template press release

2) Regional figures

3) Social media content (including tweeting at 1.08pm on 30th April and using *#PhilanthropyMatters / #RossCASE19*)

4) Other ideas for spreading the word

5) Letting us know what you have done

6) Interactive infographic

<https://infogram.com/1pqd5j5lj1p59nfqpd5yrmm53vu09m1ljm2?live>

**1) Template press release**

Please use the press release below to tailor the national story to your local media, websites, internal communications channels and in-house publications.

*Embargoed for 0:01 on Tuesday 30th April*

***[insert] University part of £1bn+ fundraising drive***

* *University sees a [X]% uplift in philanthropic income in fundraising campaigns*

*Universities have claimed that fundraising will play a more important role than ever as the sector looks to navigate a number of financial challenges over the coming 12 months.*

*The annual report on the state of university fundraising has revealed that universities have raised more than £1bn following a slight dip in donations last year (up 11% £976m to £1.08bn).*

*[Insert] university secured [X], a [X]% uplift in philanthropic income in the past year. This included a significant impact made by university alumni [insert statistic about how much alumni donated as opposed to other forms of philanthropic giving].*

*These donations have enabled* *[insert] university to invest in projects such as [insert detail of grants / research / medical breakthrough / new facility].*

*[Insert] from [Insert] University said:*

*“Fundraising provides a vital role at our university to ensure we can provide the best possible facilities, investment in research and support to our students.*

*“Thanks to our fundraising efforts over the past year, we have been able to [insert example].”*

*The report was compiled by the Council for Advancement and Support of Education (CASE) Europe, its President and CEO, Sue Cunningham, said:*

*“I am pleased for CASE to release this important snapshot into philanthropy across higher education in the United Kingdom and Ireland. Philanthropy represents an increasingly vital resource for higher education, particularly in uncertain times.*

*“This philanthropic support translates into scholarships for students, investment in research, and thoughtful engagement with communities across all institutions in the survey.”*

*Other highlights from the 2019 Ross-CASE survey and report include:*

* *Reported levels of fundraising have increased from £350m secured by 75 universities in 2004/05 to £1.08bn secured by 100 universities in 2017/18*
* *For the first time on record a university has crossed £300m threshold for new funds secured in a single year*
* *The average value of an institutions largest pledge was £2.39m (up from £1.87m in 2016-17)*
* *Of the £1.08bn, total new funds from top three largest pledges contributed to £353m (£311m in 2016-17 of £976m)*
* *Cash income from legacies has increased by 19% (following a decrease of 11% from 2015-16 to 2016-17)*

***Ends***

**2) Regional figures**

You may be able to further tailor the press release by using regional below:

In SCOTLAND, universities have raised more than £61.3m in new funds secured.

In IRELAND, universities have raised more than £33m in new funds secured. *Northern Ireland (*£*12.7m) / the Republic of Ireland (*£*20.2m).*

In WALES, universities have raised more than £8.2m in new funds secured.

Selected English regions totals raised (excluding Oxford & Cambridge) are:

London: £269.8m

North West: £49.8m

South West: £36.6m

Yorkshire & Humber: £22.7m

Midlands: £32.7m

South East: £20.3m

North East: £10.9m

East of England: £1.7m

**3) Social media content**

We would urge you to promote any content you publish online or any media coverage generated by using the hashtags #PhilanthropyMatters and #RossCASE19

Infographics to support the national press release have also been developed and will be shared from the @CASE\_Europe social media account from Tuesday 30th April.

This year we are no longer able to schedule a ThunderClap, but **we would ask all universities to time a Tweet to send out at 1.08pm on Tuesday 30th April 2019** (i.e. standing for 1.08bn). This Tweet should read:

*It’s 1.08 and we’re proud to be marking the £1.08bn raised by fundraising for our universities, revealed in a new @Case\_Europe report. #PhilanthropyMatters #RossCASE19.*

Other posts you could schedule include:

* Universities raise more than £1bn in past year according to new @CASE\_Europe study. *#PhilanthropyMatters #RossCASE19.*
* More than £1bn in donations were made to universities last year according to @CASE\_Europe *#PhilanthropyMatters #RossCASE19.*
* Philanthropic income to academic institutions has surged 11% in a year in @CASE\_Europe data *#PhilanthropyMatters #RossCASE19.*
* Philanthropic giving is now at the heart of university culture according to @CASE\_Europe study *#PhilanthropyMatters #RossCASE19.*
* Uni donations provide vital funds to develop world-class facilities, invest in new research and improve social mobility *#PhilanthropyMatters #RossCASE19.*
* The impact of fundraising enables our university to *[insert example]* *#PhilanthropyMatters #RossCASE19.*
* The impact of donations means more scholarships, investment in research, better facilities and community engagement according to @CASE\_Europe data. *#PhilanthropyMatters #RossCASE19.*

And finally, why not use this period as an opportunity to promote your own fundraising efforts - and the positive impact they have had on the university and wider society. Such posts could include key statistics and pictures of new facilities, research findings, student projects all made possible by fundraising efforts.

Please tag us @CASE\_Europe if on Twitter and use the hashtags *#PhilanthropyMatters and #RossCASE19.*

**4) Other ideas**

In addition to the public facing activity, please use this story as an opportunity to engage with staff, alumni, stakeholders and politicians. For example:

* Your Vice Chancellor could send an e-newsletter to your database thanking them for their support and how it fits into the wider picture.
* You could arrange a staff briefing email / intranet article about the results and the impact they are having
* You could write out to beneficiaries of the fundraising to ask them to join in the social media promotion and provide them with template content to use.

Please make the following key points in all communications:

* UK universities have continued their trend of raising huge levels of fundraising ‑ more than £1bn in the last year.
* Philanthropic income to UK academic institutions year-on-year surged by 11% in the latest annual Ross-CASE survey on higher education giving in the UK.
* The report was compiled by the Council for Advancement and Support of Education (CASE) Europe.
* Philanthropic giving is now at the heart of UK university culture. It provides vital funds to enable the nation’s universities to develop world-class facilities, invest in new research programmes and improve social mobility by widening access to degree study.

You could also draft a case study of the work you have done and submit it to CASE to enable us to drive further awareness of your work and the impact of fundraising. If you would like to do this, please contact us using the details below.

**5) Keeping in touch**

Thank you again for your support and do let us know about the activity you deliver by emailing [ian.morton@campaigncollective.org](mailto:ian.morton@campaigncollective.org) and [Simon.francis@campaigncollective.org](mailto:Simon.francis@campaigncollective.org).

6) Interactice infographic

<https://infogram.com/1pqd5j5lj1p59nfqpd5yrmm53vu09m1ljm2?live>

**Good luck in spreading the word!**