

Content & Materials

Required

Entry Questions

*Title of entry

UCL Philanthropy Month 2016

Provide a concise description of this entry

UCL, ranked 7th amongst the world's top universities, launched a major philanthropic Campaign in September 2016 to raise more money and to engage more people with the university than ever before.

In preparation for the launch of the Campaign - It's All Academic - it was recognised by the Office of the Vice-Provost (Development) that there was a need to educate and engage key audiences including students, staff and alumni with philanthropy, to show how philanthropy has shaped UCL's past and is critical to helping secure the university's future for generations to come.

Building on UCL's successful participation in CASE Student Engagement & Philanthropy Days since 2013, it was decided to organise a month long period of activity in February 2016 called 'Philanthropy Month' to raise awareness of Philanthropy at UCL. The month incorporated a global programme of communications, fundraising, volunteering and events activity and culminated in 'Philanthropy Day' held on 29 February.

With a focus on developing innovative ways of engaging the UCL community with philanthropy, the organising team were able to combine these activities with pre-existing events to provide a truly engaging programme of activity to bring philanthropy and its relevance to UCL to life. As a result, Philanthropy Month 2016 proved to be a highly effective way of internally launching the forthcoming philanthropic Campaign by raising awareness of the value of philanthropy amongst the UCL community whilst complimenting continued efforts to engage students, staff and alumni in supporting the future success of UCL.

Please provide the names of staff who worked on this entry

James Davis, Head of Alumni Relations

Katie Singer, Senior Alumni Relations Manager

State objectives and how they support your institution's mission

There were three key objectives of Philanthropy Month:

- Internally launch the Campaign 'It's All Academic' by highlighting to the student community how alumni give philanthropically to UCL and the impact philanthropy has on the student experience

The student experience is at the heart of UCL's 20 year strategy for the institution, UCL 2034. A principle theme of UCL 2034 is 'an accessible, publicly-engaged organisation that fosters a lifelong community'. By raising awareness of the impact of philanthropy on the student experience and how students can engage in a mutually supportive

relationship for the rest of their lives as active members of the global alumni community, the month helped to underpin UCL's fostering of a lifelong community.

- Increase UCL's engagement with alumni across the globe and raise the profile of alumni activity particularly in priority countries

UCL is London's Global University. Another principle theme of UCL 2034 is delivering global impact through a network of innovative international activities, collaborations and partnerships. Alumni are critical to raising UCL's global profile and inspirational as global advocates of UCL. Philanthropy Month gave alumni groups and their members an opportunity to celebrate their UCL association and everything that was positive about their continuing support and connection to their alma mater. The month also allowed groups in countries of significant importance due to alumni concentration, fundraising, recruitment and partnership potential an opportunity to grow their memberships and encourage the participation of new generations of members.

- Provide a way of engaging our alumni volunteers in meaningful annual celebration of UCL and help to recruit volunteers in priority countries where they are needed

A key enabler of UCL 2034 is the forthcoming philanthropic Campaign. The Campaign is focused on philanthropy - gifts of money - but also gifts of time and expertise. UCL's volunteer base numbers 2,000 alumni acting as mentors, helping at student recruitment fairs, speaking at alumni and student society events etc. Philanthropy Month activities allowed volunteers to celebrate and showcase their activities online and at special philanthropy month events, prompting conversations around philanthropy and helping to encourage other alumni to become active participants in group activity.

Describe what is innovative about your entry

UCL was the first UK university to hold a month-long celebration of philanthropy incorporating a range of key audiences including but not restricted to students and alumni. A number of innovative activities were designed by the organising team to engage students, alumni and staff with philanthropy:

UCL HEROES

The use of a super hero theme as a unifying force for the month was tremendously well-received globally, uniting students, staff and alumni groups and volunteers across the globe. The use of social media theme #UCLheroes created a previously unrivalled sense of community at UCL with philanthropy at its centre. Philanthropy Day provided thousands of students and alumni with the opportunity to nominate their UCL heroes and to have their photos taken in superhero costumes, including a number of student societies who have received support from donations.

PHILANTHROPY MONTH CROSSWORD

A crossword was designed by Alumni Relations to test staff, students and alumni knowledge of UCL and

philanthropy. This included the long history of UCL's association with philanthropy and focused on a number of key projects that related to the forthcoming philanthropic campaign, The crossword, which was distributed by students amongst their peers, across UCL events and was downloadable online, proved be very popular with the winner selected from over 50 correct entries received.

PHILANTHROPY THEMED EVENTS

The month-long nature of Philanthropy Month 2016 allowed for the incorporation of a number of key events that showcased and promoted the impact and future of philanthropy at UCL. These included UCL's annual Scholarships & Bursaries Reception (1 February), the annual opportunity to recognise those who give financial support to those students most in need; UCL's annual Professional Services conference attended by over 800 UCL staff (2 February) and a "Careers in Philanthropy" professional development event for recent graduates and students (17 February).

List your target audience(s) and how you addressed their needs

STUDENTS

We recognised that students needed to be engaged with philanthropy through fun and participatory activities. Student fundraising callers were consulted in the design of these activities and acted as a champions for the month amongst the student community.

Students were able to nominate their own #UCLheroes either individually or as part of a group with student callers deployed to areas on campus to distribute Philanthropy Month crosswords. Student Leaders (Sabbatical Officers) were approached by Alumni Relations to encourage participation in the month and articles on Philanthropy Month were included in the weekly student newsletter, 'My UCL' and an article also appeared in the student magazine 'Pi'. Philanthropy Day itself gave student societies the opportunity to have their photos taken as super heroes. Student callers were also able to volunteer on the day to help promote philanthropy to all of those students passing through UCL's South Cloisters, encouraging them to 'donate for doughnuts', where students gave loose change to the UCL Scholarships and Bursaries fund in return for doughnuts.

ALUMNI

We recognised that alumni were often inspired by being able to contribute to activities where they felt part of a wider 'UCL community' and that for many alumni, that meant the ability to participate in the month regardless of where they were based in the world.

Alumni volunteers based around the world were asked to act as ambassadors for the month. All volunteers received a full briefing about the month and were sent philanthropy month crosswords and Campaign branded #UCLheroes badges. Groups were encouraged to hold their own philanthropy month celebrations during February 2016 and to nominate their own #UCLheroes.

An article about Philanthropy Month was included in the alumni email newsletter which was sent to 120,000 alumni. UCL Alumni and UCL News twitter feeds were also used to encourage alumni to participate in the month.

STAFF

UCL staff were recognised as being important to raising awareness of philanthropy, both in terms of their own understanding but also in conveying its importance through their powerful and large networks which include many students and alumni.

Articles about Philanthropy Month and the importance of philanthropy to UCL were included in the staff newsletter, 'The Week @ UCL'. Academic departments were sent crosswords and badges and all departments were encouraged to nominate their heroes and promote the month to all of their contacts. Staff with a particularly large following on social media were encouraged to mention the month and encourage participation in Philanthropy Day.

The annual professional services conference allowed the impact and importance of philanthropy to be addressed directly by the Provost in a Q&A session chaired by UCL's Executive Director of Development. The marketplace held during the conference allowed for the distribution of campaign branding and materials and collation of feedback on

Total number of participants, if applicable

Crosswords distributed: 1,300

#uclheroes badges distributed: 2,317

#uclhero nominations: 244

Philanthropy Day participants: 1119

Visits to @uclalumni Twitter page: 3,803

New student scholarships secured: 29

Facebook reach of #UCLheroes posts: 18,462

Total number of addressable alumni, if applicable

230,000

Number of addressable alumni contacted as part of program/project, if applicable

230,000

Briefly explain the involvement of all students, volunteers and/or others involved in the entry and how they worked together to get the job done

An organising team from within OVPD was created to act as a central management group for the month, to analyse progress and to ensure that any opportunities that arose could be capitalised upon. This group consisted of the Head of Alumni Relations, the Alumni Relations Manager, OVPD's Communications Manager and the Campaign Coordinator.

Alumni volunteers around the world were briefed on the month and sent materials to help them organise their own local activities. Alumni volunteers shared their various Philanthropy Month activities over UCL alumni social media and healthy sense of competition helped to develop a real sense of a global volunteer community.

Student fundraising callers were engaged to provide insight as to what would appeal to students and the best ways of communicating with the student community. The student callers were also instrumental in encouraging student societies to participate in Philanthropy Day, both in having their photos taken as societies.

OVPD's Strategic Philanthropy team used the month as an opportunity to talk to their prospects and donors about the

importance of philanthropy and to create a competition amongst one another to see who could raise the most in donations during the month. Donors participated as panel members at the “Careers in Philanthropy” event and also as subjects for philanthropy case studies posted on social media and included in a Campaign update for key supporters.

Notable members of UCL Faculty and Departments, including UCL’s President and Provost, Professor Michael Arthur, acted as champions for the month.

If outside vendors/consultants were used, please explain what role they played

Richard Davenport – Photography on Philanthropy Day

Darren Leader Design: Design of #uclhero badges and cards

Catering: doughnuts

Total budget for entry, excluding salaries but including the cost of vendors/consultants

£1999.48

Describe your results and how you met your goals and objectives; if this is a recently launched program, describe your plans to evaluate it

COMMUNICATIONS

Objective: engage students, alumni and staff, with philanthropy at UCL and prepare them for the launch of the philanthropic Campaign, It’s All Academic

*Social media (Twitter @UCLalumni) - @UCLalumni tweets were seen 62,300 times during the month, 27% more than the previous month. 3,803 people visited @UCLalumni Twitter page during the month, 55% more than the previous month. Facebook #UCLheroes posts combined reached 18,462 people.

<https://storify.com/UCLalumni/uclheroes>

*Philanthropy Month crossword – over 1300 crosswords were distributed during the month with 50 correct entries received. Questions covered a whole range of philanthropy from UCL’s establishment in 1826 through to modern day Campaign priorities such as dementia research.

*Campaign branded materials – with the branding for the Campaign recently determined, philanthropy month was an excellent opportunity to start to help audiences to identify and familiarise themselves with the key themes, images and strap-lines of the Campaign. <http://www.ucl.ac.uk/campaign>

*Web presence. <https://www.ucl.ac.uk/philanthropy> proved effective as a central information point.

*Internal newsletters: all key staff and student communications (Staff newsletter ‘TheWeek@UCL’ and student newsletter ‘MyUCL’) included timely and prominent pieces on Philanthropy Month. UCL’s President and Provost based his weekly view piece on philanthropy month:

<https://www.ucl.ac.uk/news/staff/staff-news/0216/04022016-provosts-view-philanthropy-month-setting-the-scene-for-ucls-philanthropic-campaign>

EVENTS

Objective: engage over 1,000 students, staff and alumni in face to face activities connected with philanthropy

Alumni group activities

A number of alumni volunteers and groups participated across the globe adding a truly international dimension to the month: UCL Alumni New York Club, UCL Alumni Colombia, UCL Alumni France and UCL Alumni Singapore all organised group events.

Philanthropy Day, Scholarships & Bursaries reception, Careers in Philanthropy & Professional Services conference
Philanthropy Day worked really well as an opportunity to engage students, staff and alumni face to face. Highlights included 11 student society groups having their photos as superheroes, 116 UCL heroes nominated on our UCL heroes board. "Careers in Philanthropy" brought together of alumni, students and donors whilst the scholarships and bursaries reception saw over 200 students donors and staff celebrate philanthropy. Finally, 800 attendees at the staff conference had an opportunity to raise their awareness of philanthropy whilst having fun completing their philanthropy month crosswords and sampling the new campaign materials.

FUNDRAISING

Objective: significantly increase the amount of money raised from prospects and donors during philanthropy month.

Philanthropy Month was used to boost response rates amongst donors resulting in 29 new student scholarships secured by the Strategic Philanthropy team during the month.

Please provide the name of the head of your institution

UCL President and Provost, Professor Michael Arthur

So that we may recognize our winners through social media, please provide your institution's preferred @handle and/or #hashtag. (For example: @CASEAdvance #CASECOE)

@uclalumni

Share any additional information to clarify the purpose and/or outcome of this work

If necessary, please provide a brief description of any attachments. You will be able to upload attachments on the next page.

- 1) Philanthropy Month crossword
- 2) Philanthropy Month storify
- 3) 'The Week@UCL' newsletter with article by the Provost on Philanthropy Month

