**LIVING THE PROMISE CAMPAIGN CLOSE DIGITAL TOOLKIT**

**AUDIENCE:**

A.) All donors to the Living the Promise Campaign

B.) Greater UCR community including alumni, students, parents, faculty, and staff

**OBJECTIVES:**

A.) Celebrate the successful completion of UCR’s first comprehensive fundraising campaign

B.) Express gratitude for our donors and their support of students, faculty, staff, the campus, and

university community

C.) Raise awareness of upcoming UCR initiatives

**KEY DATES:**

The communications plan will run from January 19 through February 26, 2021. We are asking constituents to step beyond the limits of physical space to enjoy a one-of-a-kind series of free, fascinating, joy-inspired virtual happenings including a Thursday evening conversation with LeVar Burton (Star Tek, Reading Rainbow); two TEDx-style talks with UCR faculty, a citrus mixology happy hour with Professor Tracy Kahn on Friday; and a culminating Toast to UCR on Saturday evening. Winter SOULstice, one of UCR’s biggest concerts of the year, will follow the toast and all attendees are invited to participate.

**WEBSITE:**

For additional information, go to: <https://celebrate.ucr.edu>

**DROPBOX RESOURCES:**

Primary promotional campaign tactics include email communications, custom social content, and feature articles in UCR Magazine, Inside UCR, and UCR Life.

This [online toolkit](https://www.dropbox.com/sh/2ppnnjuqmcbeceh/AAAcDvH-kBmAIz1OGSQq0QKBa?dl=0) is designed to equip schools/colleges/departments, alumni/trustee/advisory board members, and select student organizations with sharable assets.

Please encourage colleagues, ambassadors, and volunteers to endorse and share these assets with their personal networks and, if willing, to post and send [eroes002@ucr.edu](mailto:eroes002@ucr.edu) their “I’m attending the Toast to UCR!” selfies and short video clips of personal message for use on UCR Official channels. (*Sample message: Hey Highlanders! I made my gift to Living the Promise: The Campaign for UC Riverside, and now it’s time to celebrate! Join me for a weekend of virtual events and a Toast to UCR!)*

[Social Assets (Giphy Stickers)](https://www.dropbox.com/sh/2ppnnjuqmcbeceh/AACC9Nd2-F1CokMsX8B8F2Cwa/Social%20images?dl=0&subfolder_nav_tracking=1) & Sample Posts for [student](https://www.dropbox.com/s/aqvg0appvbvbiii/Sample%20Social%20Media%20Posts%20-%20student%20audience.docx?dl=0) and [general](https://www.dropbox.com/s/sj6xv73vwpw5ifx/Sample%20Social%20Media%20Posts%20-%20general%20audience.docx?dl=0) audiences (use to customize your posts during the campaign)

[Video Assets](https://www.dropbox.com/s/ihn1uo9cmn1s81u/Video%20Assets.docx?dl=0)

[Donor Story Bank](https://www.dropbox.com/sh/2ppnnjuqmcbeceh/AAAcDvH-kBmAIz1OGSQq0QKBa?dl=0&preview=Donor+Story+Bank.docx)

[Endowed Chairs](https://www.dropbox.com/s/ha9i8xkyfuoovvz/Endowed%20Chairs.docx?dl=0)

[Testimonials](https://www.dropbox.com/s/usknuzfwv9n0sqd/Testimonials.docx?dl=0)

[Web Hero Images, Web Badge/Widget](https://www.dropbox.com/sh/2ppnnjuqmcbeceh/AAAZ0e09CwdJ53U-VP_Pmlr7a/Web%20graphics?dl=0&subfolder_nav_tracking=1), and [Email Graphics](https://www.dropbox.com/sh/2ppnnjuqmcbeceh/AABsIo77dZ9hbijWCe2djotma/Email%20graphics?dl=0&subfolder_nav_tracking=1) (use on homepage and e-newsletters deployed during communication plan)

[PowerPoint Slides](https://www.dropbox.com/sh/2ppnnjuqmcbeceh/AADO_dNYYxutKlIeb8g6jv4Sa/PPT%20slides?dl=0&subfolder_nav_tracking=1)

[Zoom Backgrounds](https://www.dropbox.com/sh/2ppnnjuqmcbeceh/AACfLLAA8FwZsJeVICjOivf9a/Zoom%20backgrounds?dl=0&subfolder_nav_tracking=1)

Hashtag: #celebrateUCR

**CONTACT**

For additional information about the communications plan, or to share suggestions for content, contacts, or tactics, please contact [Margene.mastin@ucr.edu](mailto:Margene.mastin@ucr.edu) or [Kendall.burks@ucr.edu](mailto:Kendall.burks@ucr.edu).