



# Campaign Volunteer Handbook

UNIVERSITY OF CALIFORNIA, BERKELEY

Fall 2022



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# Welcome

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Dear Light the Way Campaign Volunteer,

On behalf of UC Berkeley, thank you for your leadership, guidance, and support as a volunteer for Light the Way: the Campaign for Berkeley. This campaign is our most ambitious to date; to achieve campaign success, it is critical that we have trusted leaders from across campus with whom we can seek advice and guidance on strategies and priorities of the campaign.

Light the Way is a historic \$6 billion comprehensive campaign to strengthen the core of Berkeley, and the final two and a half years of the campaign will be essential to meeting, and exceeding, our ambitious goal. We have prepared this book as a resource for you, providing you with background information, best practices, and answers to our most frequently asked questions. We hope that as a volunteer for Berkeley you will share the priorities and impact of the campaign with your networks. As always, we invite you to reach out to development staff directly with your suggestions, to make introductions, or to answer any questions you may have.

We are grateful for your commitment to Berkeley's future — thank you for your leadership and support of Light the Way.

Fiat Lux and Go Bears!

**Julie Hooper**

Vice Chancellor

University Development and Alumni Relations

# Campaign Overview

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Light the Way: The Campaign for Berkeley is a comprehensive effort to raise \$6 billion by the end of 2023 to invest in Berkeley's extraordinary faculty and students, research for the public good, and learning, living, and work spaces. The campaign — among the largest ever undertaken by any university — builds on Berkeley's distinctiveness in transforming lives, fueling social mobility, and changing the world.

Thanks to a groundswell of support, Berkeley raised \$1.224 billion in gifts, pledges, and private grants in the last fiscal year (2021–22) — the best fundraising year on record for Berkeley. During a year of tremendous challenges, this is an extraordinary show of support by our diverse community of alumni and friends, Cal parents, faculty, staff, and students,

whose giving affirmed Berkeley's leadership on so many fronts.

The campaign mobilizes the entire Cal community to stand together, demonstrating its collective power, to illuminate knowledge and realize a common vision for our future.

Our world would not be the same without Berkeley, and we are the inheritors of all that it has made possible. Together, we are called to invest in Cal, renew its excellence, and extend its leading light for generations to come.





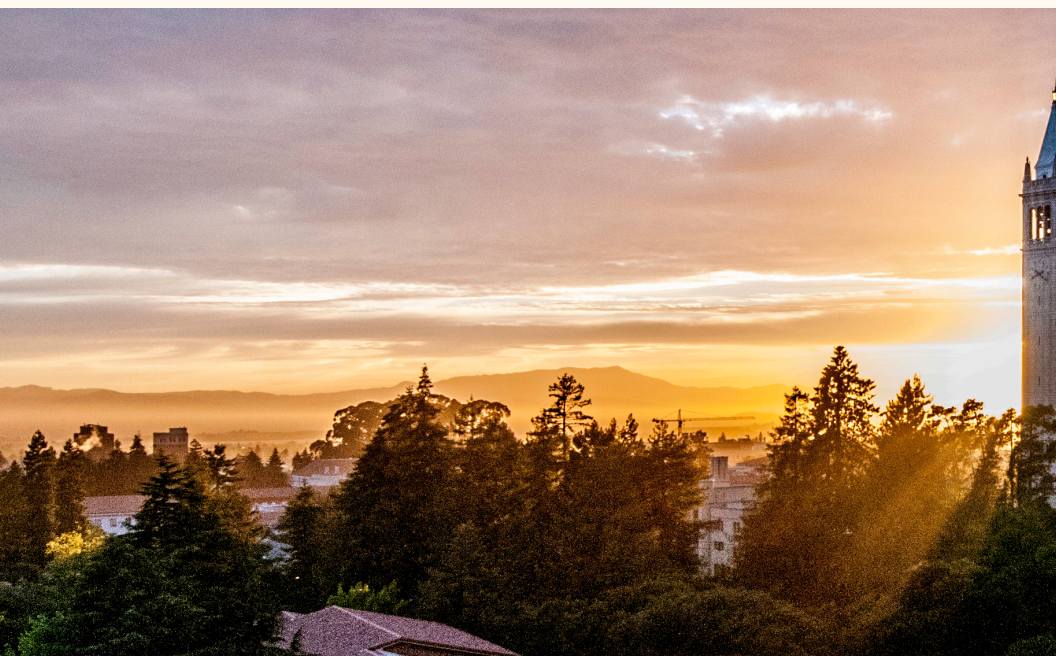
## OVERVIEW OF UC BERKELEY AND PHILANTHROPY

On March 23, 1868, the University of California was born. Berkeley, its first campus, is today home to more than 30,000 undergraduates and over 11,000 graduate students. The university offers more than 10,000 undergraduate and graduate courses in more than 300 degree programs, and it ranks among the top five Ph.D.-granting institutions in the U.S.

From UC Berkeley's founding, one of the tenets of its mission has been to provide an excellent education to a broad swath of the public. We enroll a large and diverse group of students — nearly a third of whom are low-income — and provide these

students with an education that rivals any of our private peers, enabling them to live richer and more fulfilling lives when they graduate.

Berkeley is renowned for excellence in teaching and research. It's an economic engine for the state, the country, and the world. It's a campus that has been described as generating a perpetual renaissance since its founding. Yet there has been a dramatic and steady decline in state financial support during the past few decades. As a result, philanthropy is playing an ever-growing role in maintaining Berkeley's preeminence.



Donors to Berkeley can contribute to a variety of programs and projects that support the university's public mission in nearly every department, organization, and unit on campus. Private philanthropy supports the undergraduate student experience, graduate student opportunities, faculty, capital projects, research, and other important priorities as determined by campus leadership.

The UC Berkeley Foundation has played an important role in supporting and advancing the university by encouraging philanthropy and providing leadership to assure Berkeley's place as a preeminent global institution. The Foundation was first established as the California

Alumni Foundation in 1948 and renamed the UC Berkeley Foundation in 1975, when it took on the responsibility of raising private funds.

Berkeley has had three successful fundraising campaigns since 1985 which have targeted progressively higher financial goals. Keeping the Promise (1985–90) raised \$465.6 million; The Promise of Berkeley: Campaign for the New Century (1993–2000) \$1.44 billion; and The Campaign for Berkeley (2005–13) \$3.13 billion.



# Campaign Timeline

## QUIET PHASE 2014–2019

2014

- Quiet phase launched on January 1, 2014 – campaign counting begins and standards established
- Post-Campaign for Berkeley analysis and donor surveys conducted

2016

- CADScrm (new interface for frontline fundraisers) implemented

2018

- Final Strategic Plan Report
- Development of campaign priorities and goals
- Berkeley's 150th Celebration

2015

- Fundraising 2.0 established
- Julie Hooper Vice Chancellor, UDAR, appointed

2017

- Carol T. Christ appointed Berkeley's first female Chancellor
- Strategic Planning Process begins with faculty, administrators, and student leaders
- New endowment minima established
- Recruitment of campaign counsel (Marts & Lundy)

2019

- Inaugural Campaign Volunteer Summit
- Identified and recruited Campaign Co-Chairs and Steering Committee



## PUBLIC PHASE 2020–2023

2020

- Public launch held on February 29, 2020
- Berkeley faculty, students, and staff work remotely during the COVID-19 pandemic
- Berkeley achieves historic \$1 billion annual fundraising year
- Virtual Campaign Volunteer Summit

2023

- Campaign close planned for December 31, 2023

2021–2022

- Best fundraising year on record in FY 2021–22
- Campaign Volunteer Summit
- Salons spotlight campaign priorities
- Return of in-person events, fundraising in late 2021

# Campaign Priorities

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Explore the **campaign priorities** and discover more **volunteer resources** on the campaign website.

Chancellor Carol Christ has identified four, high-level campus priority areas:



**Faculty and Fellowships** to ignite the core of Berkeley's excellence

- 100 faculty positions
- 300 graduate fellowships



**Research for the Public Good** to illuminate solutions for California and the world

- Data Science and Artificial Intelligence
- Democracy and Equality
- Energy, Climate, and Environment
- Health and Basic Discovery
- Innovation and Entrepreneurship



**Undergraduate Opportunity and Experience** to brighten the brightest — our students

- Scholarships
- Basic Needs
- Center for Connected Learning at Moffitt Library
- Berkeley Connect and Discovery



**Places of Possibility** to create new facilities and strengthen the beacon that is Berkeley

- Bakar BioEnginuity Hub
- Heathcock Hall, College of Chemistry
- Housing
- STEM Facilities, including The Gateway
- Athletics Gender Equity Campaign

These high-level priorities do not reflect every university need; rather, they articulate a vision of how the campus can continue to educate the very best and diverse students, attract the world's greatest faculty, and lead the way in path-breaking research and problem-solving — for the public.



# How to Get Involved as a Volunteer

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## Show your Cal spirit

Participate in or host Berkeley-related events. In person or virtual campus events include:

- Campaign Salons
- Discover Cal
- Reunion and Parents Weekend at Homecoming



## Spread the word to your network

Encourage others to become engaged with and support Berkeley.



## Promote Berkeley on social media

Share Berkeley-related stories on your social channels:

- Post a photo or video of you on campus, at a Cal event, or repping Berkeley. Be sure to tag it [#MyUCBerkeley](#).
- Don't use social media? **Upload your photo, video, or write a Berkeley memory on the website.** We'll be sharing stories that people submit!
- **Become a Cal social media ambassador.** Share Berkeley-related stories, earn points, and win prizes. You choose what, where, and when you share.
- Explore and use the many tools to promote the campaign, from visual identity and photos to event and social media assets. It's all at [campaignidentity.berkeley.edu](https://campaignidentity.berkeley.edu).
- Follow us: @Cal on **Twitter** and @UCBerkeley on **Instagram**.
- LinkedIn: Be sure to have "University of California, Berkeley" in the education section of your LinkedIn profile so you will see our posts in your LinkedIn newsfeed.



### **Apply to join the Alumni Ambassador Program in the Office of Undergraduate Admission**

Open to degree-holders only, this robust volunteer opportunity requires training and an interview with Admissions staff and is highly selective. Volunteers meet with prospective students in the Fall and encourage them to apply to Cal and meet with admitted students in the spring to encourage them to commit to Cal.



### **Become a Career Center Career Connections Volunteer**

Speak at virtual and in-person events designed for current students to gain connections and insight into a career field through casual networking. This is an opportunity for alumni to share experiences, advice, and insider tips with students who are considering a career or internship in their field.



### **Volunteer through the Cal Alumni Association (CAA)**

There are a variety of opportunities to volunteer:

- Scholarship Selection
- Student Programs (network with current students, events)
- The Berkeley Career Network (career services, mentorship)
- Alumni Chapters
- Cal Advocacy



### **Berkeley-wide Volunteer Opportunities**

Many schools and colleges at Berkeley offer opportunities for volunteers to serve and have impact through their external advisory boards or committees. Volunteer opportunities include advancing the goals of the unit by encouraging private philanthropy, serving as a school or college ambassador, and advising unit leadership on specific issues.



### **Make a gift!**

Through your own philanthropic support, you are giving credibility to the importance of giving to Berkeley. The State of California provides only about 14 percent of Berkeley's annual budget and private support enables Berkeley to fulfill its public mission. As a volunteer, your generous gift honors your commitment to the best public university in the world, allowing Berkeley to build on its core strengths for today and tomorrow. Your support makes a difference in the lives of students, supports outstanding faculty, and maintains Berkeley's excellence. Science suggests many reasons why people give — from stimulating the part of the brain associated with pleasure, to strengthening social bonds, to improving physical and mental health.

If you have any questions about how to get involved, please let us know at [campaign@berkeley.edu](mailto:campaign@berkeley.edu).



# FAQs

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## **Why the campaign, and why now?**

The university is at a key point in its history, having observed its 150th birthday and completed a strategic plan that will guide us for the next decade. These milestones led us to take the steps necessary to ensure that Berkeley will not only sustain its academic excellence and global leadership, but extend it for generations to come. The **strategic plan** informed the campaign priorities as well.

## **Why is Berkeley asking for private support? Why does philanthropy matter?**

Private philanthropy is a critical component of several robust efforts to boost Berkeley's finances. Whereas the State of California used to generously fund Berkeley, today it provides only about 14 percent of the university's budget. This means that philanthropy, more than ever, is essential to ensuring critical support for the core elements that define Berkeley's excellence.

## **What is the campaign's timeframe?**

Light the Way: The Campaign for Berkeley launched publicly on February 29, 2020, with the quiet phase starting January 1, 2014. The campaign ends December 31, 2023.

## **How is this different from other higher education fundraising campaigns?**

The best public university in the world, UC Berkeley projects a brilliant light. Both parts of its identity — its comprehensive excellence, equal to that of its elite private peers, and its public mission — set it apart from its elite peers. Berkeley is deeply committed to serving the public good, and this is reflected in the substance and tone of the campaign priorities. Light the Way is a call to action in support of this unique and priceless public good.

# National Campaign Steering Committee

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Chancellor Carol Christ has invited several external volunteers to help guide the campaign. Members of this committee serve as close advisors to the Chancellor and campus leadership, providing critical input on campaign strategy, directions, and priorities.

The **UC Berkeley Foundation**, the university's primary vehicle for enlisting fundraising volunteers from the private sector, is also a key leadership group. The foundation ensures that there is a long-term commitment to the campus fundraising program.

## CAMPAIGN CO-CHAIRS



**Susan C. Chamberlin**  
M.B.A. '87



**Charles H. Giancarlo '80**



**Charles Huang '93**



**Gordon C. Rausser P '88, '90**

## NATIONAL CAMPAIGN STEERING COMMITTEE ROSTER



**Laura Baxter-Simons '89,  
M.A. '94**



**Sharon S. Bonner-Brown**



**C. Bryan Cameron**



**Peter A. Chernin '73**



**Ting Chuk '85**



**Bettina Duval '82**



**Coleman F. Fung '87**



**Paul R. Gray**



**Paul E. Jacobs '84,  
M.S. '86, Ph.D. '89**



**James M. Koshland P '99,  
'02, '19**



**Kathy A. Kwan '87,  
M.B.A./M.P.H. '93**



**James K. Lau '81**

## NATIONAL CAMPAIGN STEERING COMMITTEE ROSTER



**Matthew "Matt" S. Levin '88**



**Susan M. Lyne**



**Ricardo Mora '88**



**Mark J. Robinson '88**



**Carlos Rodriguez-Pastor,  
Jr. '83**



**Terry J. Rosen Ph.D. '85**



**Larry W. Sonsini '63, J.D. '66**



**Eric H. Stern '87**



**Nadine M. Tang M.S.W. '75**



**Robert T. Tjian '71**



**Judy C. Webb '60**



**Kenneth P. Wong '77**



# Contact Information

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Associate Director

Campaign Operations

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## University Development and Alumni Relations

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[campaign@berkeley.edu](mailto:campaign@berkeley.edu)



## APPENDIX — WAYS TO GIVE AND GIVING SOCIETIES

There are several ways to give, including by check, cash, wire transfer/ACH transfer, securities, gifts in kind, planned gifts, as well as through corporate and foundation philanthropy. [Click here](#) for more information or contact [gifthelp@berkeley.edu](mailto:gifthelp@berkeley.edu).

To recognize your philanthropic support, Berkeley offers several **giving societies**, such as Builders of Berkeley, Berkeley Loyal, The Charter Hill Society, Cal parents, and The Benjamin Ide Wheeler Society. These societies recognize annual and cumulative giving at all giving levels. Berkeley's programs are designed to express appreciation, communicate the impact of donors' generosity, and enhance donor engagement with the university.

### Builders of Berkeley

Builders of Berkeley honors the vision, leadership, and commitment of the University of California, Berkeley's leading benefactors since its founding in 1868. Donors whose lifetime giving totals \$1 million or more are invited to become Builders of Berkeley and have their names etched on the granite monument on the steps of Doe Library.

### Berkeley Loyal

Berkeley Loyal recognizes the campus's most steadfast donors. When you have made gifts in each of the three most recent consecutive fiscal years you become Berkeley Loyal and are recognized for the total number of years in which you've made gifts to Cal.

### The Charter Hill Society

Your annual contributions totaling \$1,000 or more to any school, college, department, or program on the Berkeley campus will establish and sustain your membership in this special philanthropy circle.

### Cal Parents

Parents who make a \$10,000 annual gift at the Charter Hill Partner Level will also be invited to a special parent breakfast reception when their student graduates.

### The Benjamin Ide Wheeler Society

The Benjamin Ide Wheeler Society (or Wheeler Society) honors those generous individuals who have provided for Berkeley through estate planning, a life income gift, or other planned gift.

You may also be recognized by the schools or programs to which you have given. For more information about donor recognition within your school, college, or program, contact the department directly.









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## LIGHT THE WAY

THE CAMPAIGN FOR BERKELEY

