Berkeley Give to Berkeley

GUIDE FOR CONTENT EDITORS

University Development and Alumni Relations

Fundraising Communications Guidelines

Introduction

These guidelines are intended for Give to Berkeley content editors, who will manage marketing content for fund pages and fund drives and create redirects on the new give.berkeley.edu site (also known as Give 2.0). Content editors will generally be campus development support staff assigned by appropriate unit leaders.

The relaunch is aligned with the campaign goals and strategic fundraising set forth by the Chancellor's office and the chief development officers across the campus. Relaunching in October 2020, the revamped site includes an improved donor experience, enhanced departmental participation, and a new interface that offers feature-rich content editing functionality for delivering and managing web content to the giving platform.

The Give to Berkeley website will support campus advancement efforts by increasing donor engagement and revenue. Funds that meet the access criteria are approved by unit fundraising leadership (CMT members) and finance leads (DFLs and CAOs).

Please contact your unit's fundraising leadership with any inquiries. Not sure who to contact? Reach out to Give Support at give@berkeley.edu.
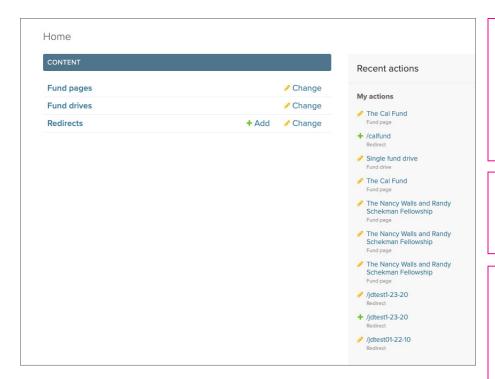
Contents

Main Navigation

To get to the main navigation page, content editors will need to go to **give.berkeley. edu/admin**. On your admin view (this is the view where you can make changes), you'll see **fund pages, fund drives,** and **redirects**.

A **fund drive** is a good way to garner support for a specific purpose during a restricted period of time. Examples of such milestones include reunions, memorials, specific dollar goals, holidays, back-to-school time, and a year-end giving push.

A **fund page** is a webpage in which donors can get information about a fund and make a gift to it.

A **redirect** automatically makes a web browser, such as Internet Explorer, Safari, Firefox, or Google Chrome, go from one URL to another URL. Redirects help donors navigate to the funds they want to support with friendly URLs.
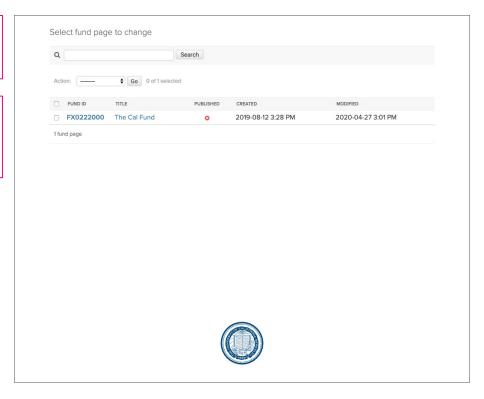
Fund Pages

Home

When you click on "Fund pages" from the main navigation, you'll see a list of all fund pages for funds that you've been assigned. Click into a specific fund to edit the details. You may also search for funds by typing in the search bar.
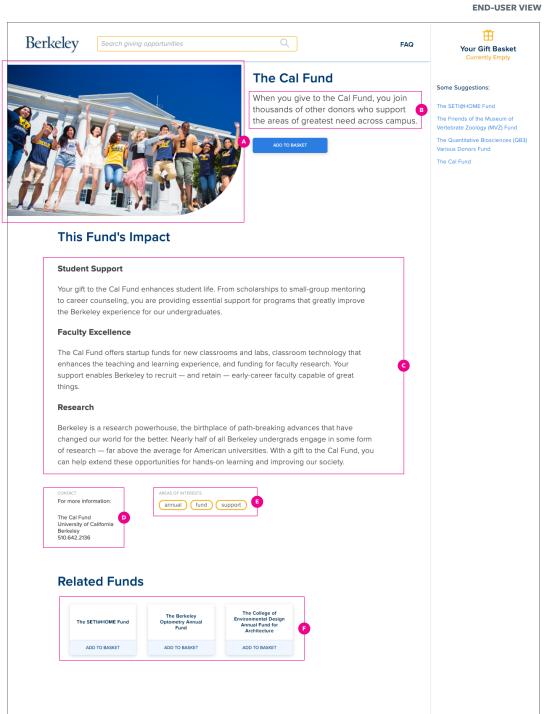
Users will only see funds (and respective pages) to which they have been assigned.

A **fund page** is a webpage in which donors can get information about a fund and make a gift to it.

Select fund page to change

[Search] Search

Action: [————] Go   0 of 1 selected

	FUND ID	TITLE	PUBLISHED	CREATED	MODIFIED
	FX0222000	The Cal Fund	✖	2019-08-12 3:28 PM	2020-04-27 3:01 PM

1 fund page

Overview of fund page

This is a sample of what a fund page will look like to the end-user. This fund page is for the Cal Fund.

Berkeley   Search giving opportunities   FAQ

Your Gift Basket
Currently Empty

The Cal Fund

When you give to the Cal Fund, you join thousands of other donors who support the areas of greatest need across campus.

ADD TO BASKET

Some Suggestions:

The SETI@HOME Fund
The Friends of the Museum of Vertebrate Zoology (MVZ) Fund
The Quantitative Biosciences (QB3) Various Donors Fund
The Cal Fund

This Fund's Impact

Student Support

Your gift to the Cal Fund enhances student life. From scholarships to small-group mentoring to career counseling, you are providing essential support for programs that greatly improve the Berkeley experience for our undergraduates.

Faculty Excellence

The Cal Fund offers startup funds for new classrooms and labs, classroom technology that enhances the teaching and learning experience, and funding for faculty research. Your support enables Berkeley to recruit — and retain — early-career faculty capable of great things.

Research

Berkeley is a research powerhouse, the birthplace of path-breaking advances that have changed our world for the better. Nearly half of all Berkeley undergrads engage in some form of research — far above the average for American universities. With a gift to the Cal Fund, you can help extend these opportunities for hands-on learning and improving our society.

CONTACT
For more information:

The Cal Fund
University of California
Berkeley
510.642.2136

AREAS OF INTERESTS

annual   fund   support

Related Funds

The SETI@HOME Fund	The Berkeley Optometry Annual Fund	The College of Environmental Design Annual Fund for Architecture
ADD TO BASKET	ADD TO BASKET	ADD TO BASKET

Custom content areas

A. IMAGE

B. SHORT DESCRIPTION

C. LONG DESCRIPTION

D. CONTACT INFORMATION

E. RELATED TAGS

F. RELATED FUNDS

Breakdown of fund page sections

A. IMAGE
Minimum size of image:
635 x 400 pixels; landscape orientation recommended.

B. SHORT DESCRIPTION
Use only one 10- to 20-word complete sentence.

C. LONG DESCRIPTION
Use about 100 words that are complete sentences.

Use the tool bar to add header styling for section titles.

D. CONTACT INFORMATION
Please include department/unit contact information: a physical address, phone number, and email address. See example.

E. RELATED TAGS
Start typing to bring up relevant results. Pick from the existing options or create your own. Add tags that you think donors might use to find your fund. The tags will be displayed on the fund page.

F. RELATED FUNDS
Choose from the drop-down menu or start typing to bring up relevant results!

We recommend no more than five related funds on the fund page.

* Name of fund and areas of interest are not editable.

Change fund page   HISTORY

Title: * The Cal Fund

Fund: The Cal Fund (FX0222000)

Image:
(A) uc_berkeley_adm_day1-5_1-2.jpg

Fund page messaging

Short description:
(B) When you give to the Cal Fund, you join thousands of other donors who support the areas of greatest need across campus.

Long description:
(C)
Student Support
Your gift to the Cal Fund enhances student life. From scholarships to small-group mentoring to career counseling, you are providing essential support for programs that greatly improve the Berkeley experience for our undergraduates.

Faculty Excellence
The Cal Fund offers startup funds for new classrooms and labs, classroom technology that enhances the teaching and learning experience, and funding for faculty research. Your support enables Berkeley to recruit — and retain — early-career faculty capable of great things.

Research
Berkeley is a research powerhouse, the birthplace of path-breaking advances that have changed our world for the better. Nearly half of all Berkeley undergrads engage in some form of research — far above the average for American universities. With a gift to the Cal Fund, you can help extend these opportunities for hands-on learning and improving our society.

Contact info:
(D)
For more information:

The Cal Fund
University of California Berkeley
510.642.2136

Fund page properties

* Areas of interest: Public Service

Tags: (E) × support × annual × fund   ×

Related fund pages: × The SETI@HOME Fund   ×
(F) × The Berkeley Optometry Annual Fund
     × The College of Environmental Design Annu

Assigned users: × Wendy Wong × content_editor   ×

                          Save and continue editing   SAVE

Examples of effective copy

Sample 1

The Cal Fund

B. SHORT DESCRIPTION
Support the Cal Fund to ensure Berkeley's reputation as the world's No. 1 public university.

C. LONG DESCRIPTION
Contributions to this annual fund can be put to use immediately in support of the greatest needs on campus — providing vital flexibility at a time when just 14 percent of Berkeley's overall funding comes from the State of California. "My years here were marked not by the melancholy of missing out on life because of financial burdens," says Becky Yang '18, "but by the joy of being able to seize opportunities regardless of financial cost." Your gift of any size to the Cal Fund makes you a part of something bigger — supporting crucial aspects of Berkeley, including, but not limited to, student experiences like career counseling, group mentoring, and campus safety as well as faculty retention and research.

Sample 2

Principal Leadership Institute Fellowships

B. SHORT DESCRIPTION
Your support of the PLI makes fellowships possible, catalyzing and improving California public school leadership.

C. LONG DESCRIPTION
The mission of the Principal Leadership Institute (PLI) is to prepare, induct, and support a diverse community of equity-focused school leaders in support of excellence and social justice. Our graduates improve education for vulnerable and historically underserved students in California's public schools. Your gift to PLI Fellowships will help us continue to transform K–12 leadership throughout the Golden State.

Use only **one 10- to 20-word complete sentence** that speaks to the donor directly about the purpose of the gift.

Use about **100 words that are complete sentences** that include the "why." Include concrete examples of the fund's impact.
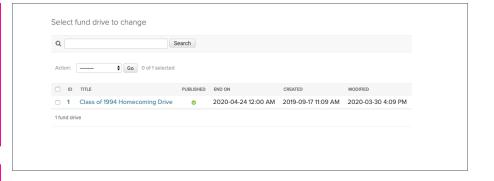
Fund Drives

Home

Fund drives are a new feature of Give to Berkeley 2.0. When you click on "Fund drives" from the main navigation, you'll see a list of all fund drives you've been assigned. Click into a specific listing to edit the details. You may also search for fund drives by typing in the search bar.
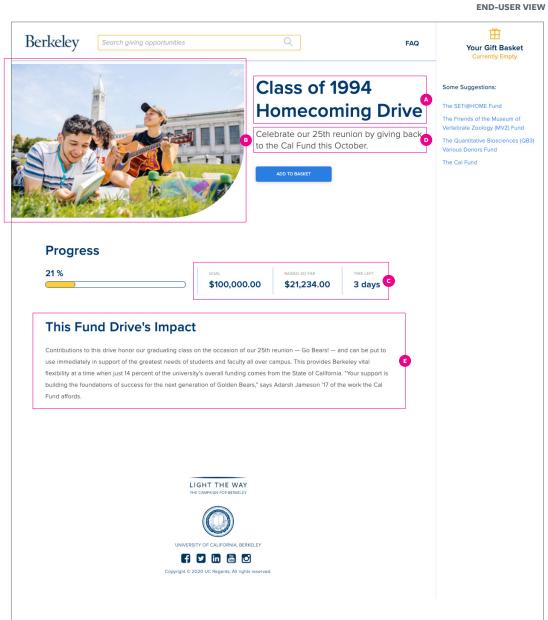
A **fund drive** is a good way to garner support for a specific purpose during a restricted period of time. Examples of such milestones include reunions, memorials, specific dollar goals, holidays, back-to-school time, and a year-end giving push.

Fund drives allow you to work toward a specified goal for your fund(s) with inspiring messaging about the impact of gifts. Fund drives complement campaigns outside of Give to Berkeley, and gifts are driven by direct links to the fund drives.

Select fund drive to change

Search

Action: ——— ▼ Go   0 of 1 selected

	ID	TITLE	PUBLISHED	END ON	CREATED	MODIFIED
☐	1	Class of 1994 Homecoming Drive	✓	2020-04-24 12:00 AM	2019-09-17 11:09 AM	2020-03-30 4:09 PM

1 fund drive

Overview of fund drive page

This is a sample of what a fund drive page will look like to the end-user. This fund drive page is for the Class of 1994 Homecoming Drive.

END–USER VIEW

Berkeley   Search giving opportunities   FAQ   🎁 Your Gift Basket Currently Empty

Class of 1994 Homecoming Drive
Celebrate our 25th reunion by giving back to the Cal Fund this October.

ADD TO BASKET

Some Suggestions:

The SETI@HOME Fund

The Friends of the Museum of Vertebrate Zoology (MVZ) Fund

The Quantitative Biosciences (QB3) Various Donors Fund

The Cal Fund

Progress

21 %

GOAL	RAISED SO FAR	TIME LEFT
$100,000.00	$21,234.00	3 days

This Fund Drive's Impact

Contributions to this drive honor our graduating class on the occasion of our 25th reunion — Go Bears! — and can be put to use immediately in support of the greatest needs of students and faculty all over campus. This provides Berkeley vital flexibility at a time when just 14 percent of the university's overall funding comes from the State of California. "Your support is building the foundations of success for the next generation of Golden Bears," says Adarsh Jameson '17 of the work the Cal Fund affords.

LIGHT THE WAY
THE CAMPAIGN FOR BERKELEY

UNIVERSITY OF CALIFORNIA, BERKELEY

Copyright © 2020 UC Regents; All rights reserved.

Custom content areas

A. TITLE

B. IMAGE

C. FUND DRIVE
   PROGRESS STATS

D. SHORT DESCRIPTION

E. LONG DESCRIPTION

Breakdown of fund drive page sections

A. TITLE
Title of fund drive should be five to seven words long.

B. IMAGE
Minimum size of image:
635 x 400 pixels; landscape orientation recommended

C. DATES
START ON The date a published fund drive is available on the public site

END ON What day will your fund drive conclude? Fund drive will switch from displaying drive messaging to post-drive messaging.

ARCHIVE ON What day do you want fund drive to be hidden from the public site?

D. MONETARY GOAL
How much do you want to raise during your fund drive? Make it realistic but inspiring!

E. RELATED FUNDS
These are the fund(s) that are part of your fund drive.

F. SHORT DESCRIPTION
Use only one 10- to 20-word complete sentence about purpose of fund drive. This will appear while drive is active (between publish date and end-on date).

G. LONG DESCRIPTION
Use about 100 words that are complete sentences describing fund drive's impact.

If you need a subheader, choose subheader styling with Heading 3.

CONTENT EDITOR VIEW

Change fund drive — HISTORY

Title: Class of 1994 Homecoming Drive

Image: home-hero_at_2x.jpg

Start on:
Date: 2020-03-01 Today
Time: 00:00:00 Now
At this date and time, the fund drive will become accessible to the public.

End on:
Date: 2020-04-24 Today
Time: 00:00:00 Now
At this date and time, the fund drive will begin displaying post-drive content.

Archive on:
Date: 2020-05-29 Today
Time: 06:00:00 Now
At this date and time, the fund drive will become inaccessible to the public.

Monetary goal: 100000.25

Related fund pages: ×The Cal Fund

Related users: ×Wendy Wong
×content_editor

Drive messaging

Short description:
Celebrate our 25th reunion by giving back to the Cal Fund this October.

Long description:
Contributions to this drive honor our graduating class on the occasion of our 25th reunion — Go Bears! — and can be put to use immediately in support of the greatest needs of students and faculty all over campus. This provides Berkeley vital flexibility at a time when just 14 percent of the university's overall funding comes from the State of California. "Your support is building the foundations of success for the next generation of Golden Bears," says Adarsh Jameson '17 of the work the Cal Fund affords.

✱ Need a subhead? Click the paragraph marker and choose Header 3.

Breakdown of fund drive page sections (continued)

H. SHORT DESCRIPTION
One 10- to 20-word sentence about the success of the drive (past tense). This will appear between the end-on and archive-on dates.

I. LONG DESCRIPTION
Use about 100 words that are complete sentences about impact of gifts that were made to fund drive.

J. DEFAULT GIFT
Set up a gift suggestion with the amount, frequency, and duration of gift.

Post-drive messaging

Short description (post-drive):
We celebrated our 25th reunion by giving back to the Cal Fund this October.

Long description (post-drive):
Contributions to this drive honored our graduating class on the occasion of our 25th reunion — Go Bears! — and have been put to use immediately in support of the greatest needs of students and faculty all over campus. This provides Berkeley vital flexibility at a time when just 14 percent of the university's overall funding comes from the State of California. "Your support is building the foundations of success for the next generation of Golden Bears," says Adarsh Jameson '17 of the work the Cal Fund affords.

Need a subhead? Click the paragraph marker and choose Header 3.

Default gift

Default gift value: 1000.00

Default gift frequency:
If the gift specified above is recurring, select a frequency here.

Default gift duration (# of installments):
If you have chosen a gift frequency, you may also specify a desired number of installments here. For instance, to make a quarterly gift last for four quarters, enter 4.

Save and continue editing | SAVE

Examples of effective copy

Fund drive messaging

Class of 1994 Homecoming Drive

F. SHORT DESCRIPTION

Use only **10- to 20-words that speak directly** to the donor about the drive's purpose.

Celebrate our 25th reunion by giving back to the Cal Fund this October.

G. LONG DESCRIPTION

Use about **100 words in complete sentences** that describe "why." Include concrete examples of the drive's intended impact.

Contributions to this drive honor our graduating class on the occasion of our 25th reunion — Go Bears! — and can be put to use immediately in support of the greatest needs of students and faculty all over campus. This provides Berkeley vital flexibility at a time when just 14 percent of the university's overall funding comes from the State of California. "Your support is building the foundations of success for the next generation of Golden Bears," says Adarsh Jameson '17 of the work the Cal Fund affords.

Post-drive messaging

Class of 1994 Homecoming Drive

H. SHORT DESCRIPTION

Use only **10- to 20-words that speak directly** to the donor about the success of the drive. Note the past tense used.

You gave back to the Cal Fund in celebration of our 25th reunion.

I. LONG DESCRIPTION

Use about **100 words in complete sentences** about the drive's success and completion. Note the past tense used.

Contributions to this drive honored our graduating class on the occasion of our 25th reunion — Go Bears! — and have been put to use immediately in support of the greatest needs of students and faculty all over campus. You helped provide Berkeley vital flexibility at a time when just 14 percent of the university's overall funding comes from the State of California. "Your support is building the foundations of success for the next generation of Golden Bears," says Adarsh Jameson '17 of the work the Cal Fund affords.

More examples of effective fund drive copy

This is an example of a short-term drive for a highly restricted fund that isn't otherwise listed on Give.berkeley.edu:

Willie Gordon's Birthday Drive

F. SHORT DESCRIPTION

Use only **15- to 20-word intro text** that include who and what and speaks directly to the donor.

Support the California Detective Fiction Collection this summer to honor what would have been the 100th birthday of its namesake.

G. LONG DESCRIPTION

Use about **100 words that tell "why."** Include concrete examples of the drive's potential/intended impact.

Contributions to this drive can be put to use immediately, digitizing the remainder of the William C. Gordon Fund for California Detective Fiction Collection. In honor of what would have been the 100th birthday of the late novelist William C. Gordon '59, we are asking you to help bring this extraordinary, growing compendium — about 3,000 and counting mystery novels set in the Golden State or written by California authors — into the 21st century just in time for the fall semester to begin.

This is an example of a short-term drive for a restricted fund that is listed on Give.berkeley.edu:

PLI 20th Anniversary Challenge

F. SHORT DESCRIPTION

This is a **15- to 20-word sentence** about the fund drive. Use a call to action.

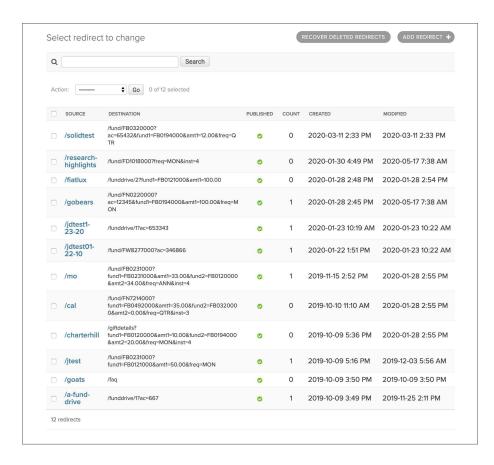Make a difference in the lives of students by supporting the Principal Leadership Institute.

G. LONG DESCRIPTION

Use about **100 words that tell "why."** Include concrete examples of the drive's potential/intended impact.

Since its founding in 2000, the Principal Leadership Institute (PLI), has prepared and supported a stellar community of school leaders in the San Francisco Bay Area and beyond. We take real-world challenges and use research to inform practice, enabling school leaders to identify assets in their communities in order to make high-quality learning accessible to all students. To celebrate our 20th anniversary this fall, we are asking our graduates and their networks to help fund PLI fellowships, providing the next generation of principals with the tools they need to make meaningful change in 21st-century schools.
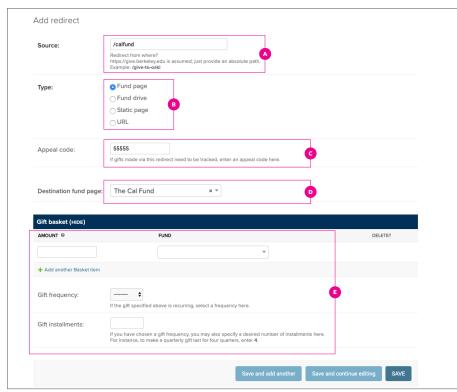
Redirects

Home

A redirect automatically makes a web browser, such as Internet Explorer, Safari, Firefox, or Google Chrome, go from one URL to another URL. Redirects help donors navigate to the funds they want to support with friendly URLs.

Breakdown of redirect page sections

Content editors can request redirects by filling out a form with the following fields:

CONTENT EDITOR VIEW

A. REQUESTED SHORTCUT
Type words to see if shortcut is available.

B. TYPE
Where are you directing the person who is clicking on the redirect?

C. APPEAL CODE
Used to track solicitations

D. DESTINATION URL

E. GIFT BASKET
Are your donors using the redirect with the expectation of a specific gift basket? You can preload the gift basket with fund(s), amount(s), frequency, and number of installments (if applicable).

Resources

GENERAL QUESTIONS

University Development and Alumni Relations
Give to Berkeley Support
give@berkeley.edu

FUND QUESTIONS

University Development and Alumni Relations
Fund Management
fundhelp@berkeley.edu

DIRECT RESPONSE MARKETING

Direct Response Marketing, an office of the Annual Programs department in University Development and Alumni Relations, supports UC Berkeley's schools, colleges, and programs by administering the Annual Giving Services Program, a comprehensive suite of direct marketing services.

For more information, please email **DRMhelp@berkeley.edu**.

UC BERKELEY DIGITAL GALLERY

Need an evocative image for a fund page or fund drive? The UC Berkeley Digital Gallery, managed by UC Berkeley's Office of Public Affairs, is an excellent resource.

For more information, please visit **gallery.berkeley.edu**.

GIVE TO BERKELEY FUNCTIONALITY

General documentation about Give to Berkeley functionality will live on Eureka and the UDAR Web Team Customer Support Portal, as this document is intended to be a style guide. The documentation will have content on how to request a fund drive, for example.

LIGHT THE WAY
THE CAMPAIGN FOR BERKELEY