



Appendix: UBC Blue and Gold Campaign for Students

Campaign logos:

UBC BLUE & GOLD
CAMPAIGN FOR STUDENTS

BLUE & GOLD
CAMPAIGN FOR STUDENTS

**BLUE
& GOLD**
CAMPAIGN FOR STUDENTS

Campaign statement:

To build a better future, we need to start today. UBC students are working on the future now — more than 60,000 of them.

They are the next generation of leaders ready to take on cancer. To solve climate change. To fight injustice. They are ready to create lasting change.

Each student is uniquely talented, but not all have the same opportunities. To realize their potential, promising students need your support to access a life-changing education.

That is why UBC has created the Blue & Gold Campaign for Students, with the goal of raising \$100 million in student support over three years. And to get things started, UBC is providing matching funds of up to \$5 million for new endowed gifts to select Blue & Gold campaign priorities!

But with your help we can do so much more. Go to support.ubc.ca/blueandgold to find out how.

Change their world so they can change ours.

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Digital Signage



Photos for campaign





Main Campaign Videos:

- Full campaign manifesto video featuring award recipients students with an authentic connection to their scripted lines <https://www.youtube.com/watch?v=GELZafmvB30>;
- A 30 second pre-roll version of the manifesto video:
<https://www.youtube.com/watch?v=QukkTTugFZQ>;
- In depth student interviews with the manifesto video participants, sharing stories of the impact of student award support. Each of these has a few versions depending on delivery context, allowing us to re purpose these across various media:
<https://www.youtube.com/playlist?list=PLCKzFRZr8O-1uRQIdIE-mTwVHOtn01C4R>.
- Blue & Gold Campaign Student thank you collage videos:
https://youtu.be/4E9FGj_Njs4 (1 minute version fully created from the above interviews)
<https://youtu.be/IlbKOrlVd60> (2 minutes version fully created from the above interviews)
- Digital signage: <https://youtu.be/eCOKaMNCNrA>



Student Quotes:

Captured during interviews filmed concurrently to the Student Manifesto Video (generating 11 other videos since)

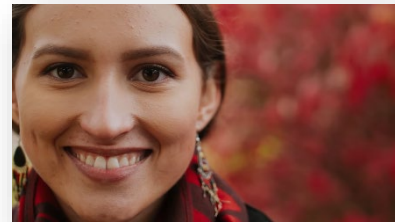


Regan Oey, second year undergraduate, cognitive systems.

“I know it’s not easy to believe in an 18 year old, to look at what they’ve done in high school and say, you know, you’re going to do great things. For someone to believe in me like that, and to give me the opportunity to pursue things I’m really passionate about ... it’s just so, so meaningful ... and I just want to say thank you.”

Haley Seven Deers, 3rd year UBCO undergraduate, History and Anthropology

“These awards are truly life-changing for students. Every bit, no matter how small or large that you donate is going to have a huge impact on other people’s lives. And not just on the students, but on all the people they will affect later on in their careers. It’s such a beautiful thing that has such a far-reaching impact within society. It’s such a big chain reaction. Thank you!”

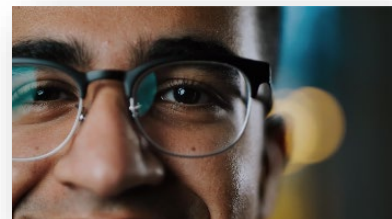


Bulmaro Valdes, PhD, Biomedical Engineering

“I wouldn’t be here without scholarships. What I would say to donors is thank you. With their support we can give back to the community, create these kinds of medical technologies and actually help people.”

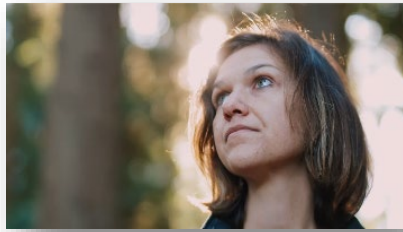
Tushar Dave, 3rd year UBCO medical biochemistry and molecular biology

“What I would like to say to the donors of my award is a genuine thank you. If it wasn’t for you, I wouldn’t be in the position that I am in now. I greatly applaud you for investing in me now because you will definitely reap the rewards in the future.”



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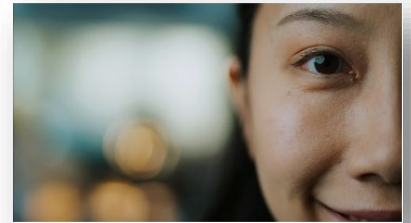


Kelsey Copes-Gerbitz, PhD 2nd year in Forest and Conservation Science

“The student awards that I have received have really helped me to focus my time and my energy on engaging with the communities in a meaningful way and also, in undertaking my field work. Without these integral components, my research wouldn’t have the impact that it has today.”

Vivian Lam, PhD student Neuroscience

“I would like to say thank you to our donors for their contribution. It’s their support for students like me allows us to dedicate our time and mind to our research so we can hopefully make a small difference to our society.”



Aarthi Gobinath, PhD, Neuroscience

“Your support provides the foundation for us to be better situated to undertake research that helps us achieve our dreams and also make valuable contributions to society. Thank you.”

Erica Mason, fifth year undergraduate, civil engineering

“Thank you for this amazing gift, which has given me the opportunity to really get the most out of my time here at UBC, and the confidence I needed to pursue engineering and to keep pushing myself.”



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Content applications

External Communication pieces:

UBC Changing Worlds 2018
You are receiving this email because you are a valued member of UBC's donor community.
Spring 2018 | [Web Tracker View](#)

your support, their stories, our future

UBC students are each uniquely talented, but not all have the same opportunities. They are the next generation of leaders ready to create lasting and meaningful change and tackle the challenges that affect us all. Supporting these promising students today—so they are equipped to build a better tomorrow—is more urgent than ever.

To support their success, UBC launched the Blue & Gold Campaign for Students, with the goal of raising \$100 million in student support over three years. [READ MORE](#)

Centennial Scholar Regan Oey

UBC Cognitive Systems student Regan Oey wasn't sure if university was financially an option for him. Now, thanks to the Centennial Leaders Award made possible by donor support, he's on his way to achieving great things. [READ MORE](#)

"I know it isn't easy to be an 18 year old, but for someone I believe in like that, it's just so meaningful."

"These awards are truly life-changing for students. Every bit, no matter how small or large that you donate has a huge impact on other people's lives."

Hailey Seven Deers

Third Year UBCO undergraduate, History and Anthropology, UBC Okanagan Aboriginal Entrance Award

[WATCH VIDEO >](#)

People like you make it possible

A Legacy to Live By
Chloe Gerak is pursuing a PhD in Molecular Biology, thanks to an award set up in his honour by the original two faculty members in Biochemistry at UBC. [READ MORE](#)

Retired Alumnus Engineers Path to Higher Education
John Shaw, BASc '44, never stopped learning – and now an award set up in his honour will help others pursue graduate work in clean energy. [READ MORE](#)

The Value of an Education
"If we support students today, they will become future leaders." Patrick and Beryl Campbell believed strongly in the value of education. [READ MORE](#)

2017 6,657 donors contributed \$33M + 5,318 students received support from donor-funded awards

Many of whom will go on to change the world!

BLUE & GOLD support UBC **it's yours**
CAMPAIGN FOR STUDENTS

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Development and Alumni Engagement

The email was sent by UBC Development and Alumni Engagement,
8251 Cecil Green Park Road, Vancouver, BC, V6T 1Z1

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Winter 2018

Warm Wishes for Happy Holidays from UBC Development and Alumni Engagement

BLUE & GOLD CAMPAIGN FOR STUDENTS

Thank you to UBC's donors! Hear from UBC students about the difference donations have made to them and their educational goals – thank you for your support in 2018! [WATCH VIDEO](#)

How an entrance award is helping an Indigenous student make a difference. Hailey Seven Deers is hoping to use her UBC education to break stereotypes and help underrepresented groups have a voice in shaping Canadian society and politics – and a donor-funded scholarship is making her ambitions possible. [READ STORY](#)

Solving the fundamental problems of nuclear security and energy. Dr. M. V. Ramana, the Simon Chair in Environment, Climate and Human Security, is becoming the preeminent expert on nuclear containment. [READ STORY](#)

The gift that keeps on innovating on the 60th anniversary of the influential Project Lab. Scott Phillips has a new project: a donation to expand the UBC Engineering Physics space that helped make him a BC entrepreneurial success story—and to inspire others to do the same. [READ STORY](#)

[BACK TO TOP](#)

How donors are making a difference at UBC

Climate change on your mind? UBC researchers have shown you can help without you live UBC Library. Home to rare books, found zovaire wine, banks to UBC donors "Smart investors" and the future of day delivery. [New, excellent simulator boosts pediatric care and training](#)

[BACK TO TOP](#)

Please visit the online **Donor Lounge** – your concierge for the best and brightest of UBC. Grab a coffee, settle in for a read, come back and visit often as we curate for you UBC's most exciting news, events, social media, and more. [donorlounge.support.ubc.ca](#)

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Development and Alumni Engagement

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Summer 2018 | [Web Tracker View](#)

IN THIS ISSUE

Thank You! Your gift makes a difference.

Your donations provided significant investment in:

- Student Support: \$464.9 million raised
- Facilities, equipment, and stipendials: \$69.9 million raised
- Academic endowments and programs: \$759.9 million raised
- Research: 2,383 gifts, and \$81.4 million raised

It's Yours: 2018 Impact of Giving

Thank you very much for your contributions to students, faculty, programs and resources at UBC over the past year. Your support helps more than 100,000 UBC students, faculty and staff create a better future for themselves and the world. Learn more about the impact donors have at UBC in this year's Impact of Giving.

[VIEW IMPACT OF GIVING IN FULL >](#)

Healthy aging research at UBC expands with \$24-million gift
"My wish is for everybody to live long and live peacefully." Alumnus Brad Laine is helping to expand research aimed at helping people live longer and enjoy a better quality of life in their later years. [READ STORY](#)

Diyaral Mowafagian Foundation makes first gift to UBC's Gold Campaign for Students
"Ensuring children are healthy and educated today will prepare them to be the leaders of tomorrow." The giving center was the impetus behind the Diyaral Mowafagian Foundation's special gift to establish a Presidential Scholar Award at UBC. [READ STORY](#)

[BACK TO TOP](#)

Making University accessible
Four an Indigenous book collection and a lecture are exciting benefits helping people respect and understand each other better. Richard repairs childhood in Peaslee, BC, is inspiring him to make UBC Okanagan a strong community hub. [READ STORY](#)

Fighting Fire with Fire
UBC Student Kersey Coates-Owens is taking the issue of toxic chemicals and their use in the home to the next level. [READ STORY](#)

A New Advocate in the Downtown Castside
The clinic opened the door to local on something as a lawyer that isn't typical. [READ STORY](#)

[BACK TO TOP](#)



Digital Ads – programmatic buys:



Ad begins with student image and a quote from her interview.



Ad continues by highlighting key messaging words



And ends with a call to action.

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Social paid media (as well as organic activity):

UBC University of British Columbia
November 15, 2018 · 🌐

"I want to help develop more livable and more sustainable cities." Erica Mason is studying civil engineering at UBC with support from generous donors.

<https://support.ubc.ca/projects/ubc-blueandgold-campaign/>



👍❤️👤 75 2 Comments 1 Share 3K Views

UBC University of British Columbia
December 4, 2018 · 🌐

"Thank you for this incredible opportunity - I hope donors continue funding UBC students so we can keep on making medical breakthroughs " Aarthi Gobinath knows the difference a donor can make to student success.

<https://support.ubc.ca/projects/ubc-blueandgold-campaign/>



The University of British Columbia
312,638 followers
3mo

"It's your support for students that allows us to dedicate our minds and time to our research so that we can make a difference in our society." Vivian Lam, on the impact donor-support has on students @UBC. #UBCblueandgold
www.support.ubc.ca/blueandgold



Meet Vivian Lam

124 Likes · 4 Comments · 7,606 Views

UBC UBC DAE
@UBCDAE

Meet Tushar Dave, a UBCO student in medical biochemistry and molecular biology who is working to shape a better future.

#UBCblueandgold support.ubc.ca/blueandgold



9:46 AM · 1 Nov 2018



Print advertising in local BC media:

88 TUESDAY, NOVEMBER 6, 2018

CANADA

WWW.CBCNEWS.COM | TIMES COLONIST

Afghan vet stabbed while coming to aid of threatened bus passenger

The Canadian Press
WINNIPEG — An Afghan man has been stabbed in the chest while trying to help a woman who was threatened by a man on a bus, police said.

The 37-year-old man was stabbed in the chest while trying to help a woman who was threatened by a man on a bus, police said. The man was taken to a hospital and is in stable condition. The woman was also taken to a hospital and is in stable condition. The man who threatened her was arrested and charged with assault.



Western Affairs Minister Thomas O'Rourke. Most individuals will receive a few hundred dollars, while the maximum amount to be paid would be a couple of thousand dollars.

\$165 million in compensation due 270,000 shortchanged vets

LEO BETHUNE
The Canadian Press
OTTAWA — Hoping hundreds of thousands of World War veterans and their survivors for a long time, the federal government says it will pay \$165 million in compensation to 270,000 shortchanged veterans and their survivors.

PM to visit France for First World War events

The Canadian Press
OTTAWA — Prime Minister Justin Trudeau will join world leaders in France this week to mark the centenary of the end of the First World War.

Trudeau's office said Monday that the prime minister will join the French president and other world leaders in Paris for the centenary of the end of the war to end all wars.

Singh: Boost veteran support with allocated millions

The Canadian Press
OTTAWA — NDP Leader Jagmeet Singh said Monday he would support a bill to increase support for World War veterans and their survivors.

PM to visit France for First World War events

The Canadian Press
OTTAWA — Prime Minister Justin Trudeau will join world leaders in France this week to mark the centenary of the end of the First World War.

THURSDAY, OCTOBER 25, 2018 VANCOUVER SUN A3



The contract of Kevin Quinn, chief of staff for outgoing Mayor Gregor Robertson, ends as Robertson's term does next week.

New mayor aiming for a smooth transition

DAN FUMARO
The first time Vancouver had a mayor change in one year, it was followed by a major shake-up of the city's top staff. The new mayor, Philip Owen, who will take office on Nov. 15, has a list of changes he wants to implement.

Help change the world.

"I'm not sure I would have been able to go to UBC without this student award. I watched my mom work really hard as a single parent. I didn't get to see her a lot. I wasn't sure if university was even an option for me. So this award has given me the opportunity to go to school... I'm really thankful for that."

Regan Oey
Second-year undergraduate student,
Cognitive Systems

Centennial Leader Award

The future starts today. Find out how you can be part of it.

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Change their world so they can change ours
support.ubc.ca/change-their-world

Help change the world.

"These awards are truly life-changing. Every bit, no matter how small or large that you donate, is going to help a huge amount of other people's lives. And not just on the students, but on all the people they will affect later on in their careers."

Haley Seven Deers
Third-year undergraduate student,
History and Anthropology

UBC Okanagan
Aboriginal Entrance Award

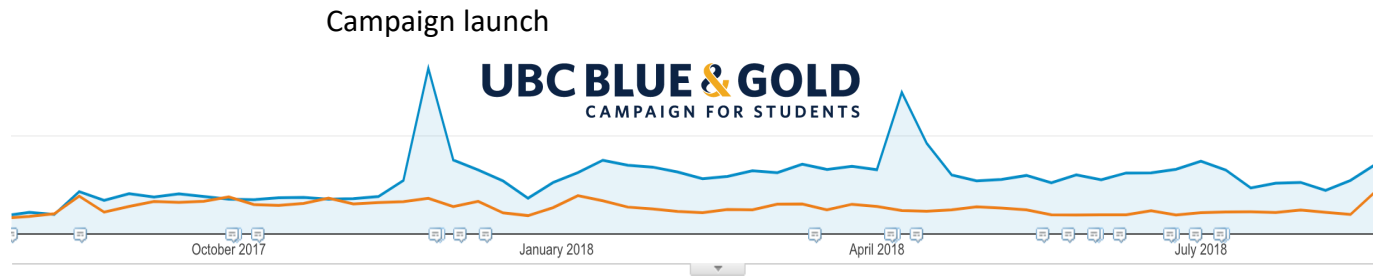
The future starts today. Find out how you can be part of it.

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Change their world so they can change ours
support.ubc.ca/change-their-world



Campaign Impact on Support UBC Website



- Traffic previous year before campaign
- Traffic impact during UBC Blue and Gold campaign year (launch Nov 2017)

78% more user sessions
148% more pageviews
39% more pages per session



Conversion Rate from Donate Paged to Donation Completion
increase observed during main 2018 campaign activity
(November and December burst – after UBC brand campaign learnings)

