

# Promise *for* Education

## California's future rests with our students

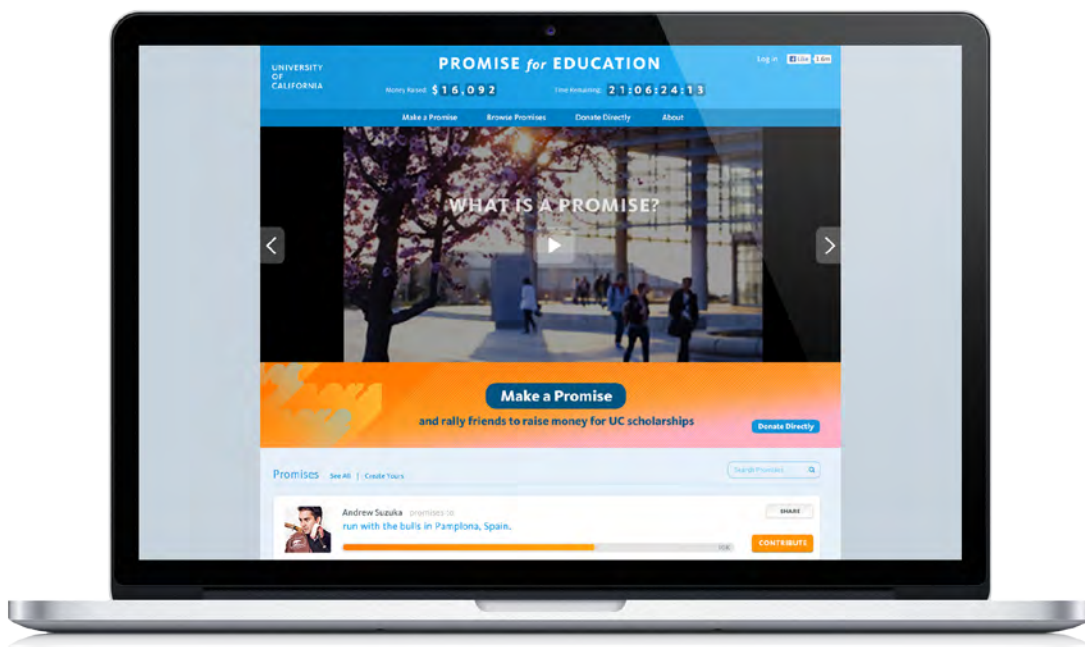
For generations the University of California has been a launch pad for people who have gone on to change the state and the world. Our promise, as a public research university, has always been to provide the brightest Californians a world-class education at an affordable price. In fact, we enroll more low-income students than any other top-flight U.S. university.

But as the last five years of deep state budget cuts have shifted higher college costs onto all families, we've been pursuing every source we can to help keep the doors open to any student, regardless of income.

## Taking a social approach to fundraising

[Promise for Education](#) is a simple concept that makes fundraising fun and easy to spread. Starting in mid-September, anyone—students, alumni, parents, friends and fans of the University of California system—can make any sort of promise (go skydiving, run a marathon, volunteer as a tutor), set a donation goal and reach out to their social networks for support. By using participants' personal connections to trigger donations, we will make philanthropy something to talk about.

The dollars raised will go to California-based undergraduate students who have a demonstrated financial need. Participants will be able to direct funds to an individual campus or to a pool that will be distributed across all undergraduate campuses.



## Contact

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## How the campaign will work

The program will run from mid-September through October 31 and marketing efforts will drive users to a website where they can make their promise, set a goal and activate their networks. Promises will be easily sharable via Facebook and Twitter, and the website will provide individual pages where participants can post photos and videos of their promises fulfilled.

## How you can help

### Make a promise

What are you willing to promise? Whether it's a funny haircut, running with the bulls, or helping a community in need, your promise can make all of the difference in helping UC students.

### Spread your influence

Not only will your participation matter, but your voice in encouraging others will go a long way too. Tell others about [Promise for Education](#), share with other key groups and individuals, and feel free pass along this document and other provided resources.

### Build the buzz

In the time leading up to mid-September and throughout the program, the more people that learn of [Promise for Education](#), the more UC students will benefit. Share the promises, stories, and successes via your social networks and other channels.

