

The Campaign For UC San Diego

Talking Points and Impact Statements

*Setting the **non**standard*

- The University of California San Diego is truly different.
- We don't always follow the rules.
- We constantly push boundaries and defy expectations.
- We pursue the greater good in an unconventional fashion.
- Our most cherished tradition is challenging tradition.

Who we are

- A unique constellation of maverick scholars, researchers, artists, engineers, entrepreneurs, experts and healers.
- We are innovators and world-changers blazing a path to a better future.

The power of philanthropy

- Philanthropic investment in UC San Diego has the power to change the world.
- Partner with us to make a difference—to make waves on campus and across the globe.
- Your generosity enables our audacious innovators to reshape our world.
- We invite you to lead with us, to spur on our current and future world-changers.
- Together with your support, we will bring change to this university and the world.
- Invest in transforming the student experience, our campus community, and ultimately humanity.
- Our innate curiosity drives us, motivates us and connects us. Your generosity empowers us.

Help us

- Drive innovation to advance society.
- Propel economic growth.
- Discover life-saving solutions to complex global issues.
- Continue the **non**tradition.

The Campaign For UC San Diego

Campaign priorities

- **Enhance the student experience**
 - Increase access and affordability of a UC San Diego education by boosting scholarships and growing our commitment to inclusivity.
 - Recruit and retain stellar faculty by expanding our community of prestigious scholars.
 - Inspire our brightest minds by developing new academic programs and opportunities.
- **Enrich our campus community**
 - Improve and build new facilities—from student housing to academic buildings—to better meet the evolving living and learning needs of our students, faculty and staff.
 - Deepen our community engagement and make our cultural, academic and social experiences more widely available.
 - Advance society outside campus by exchanging ideas, offering research opportunities and sharing resources with private and public communities.
- **Spark research and innovation**
 - Convert research into life-changing solutions.
 - Build groundbreaking collaborations by combining the stellar intellect of our maverick thinkers and innovators.
 - Extend the pipeline of discovery from the university across the region and the globe by building new partnerships.

About the Campaign for UC San Diego [thumbnail description]

At the University of California San Diego, challenging convention is our most cherished tradition. As one of the top 15 research universities in the world, UC San Diego is blazing a path to a better future. The Campaign for UC San Diego is a \$2 billion comprehensive fundraising effort to transform the student experience, our campus, and ultimately the world. With philanthropic partnership, we will continue the nontradition as we impact lives here and across the globe. #GiveUCSD. #ContinueTheNonTradition. Learn more at campaign.ucsd.edu.