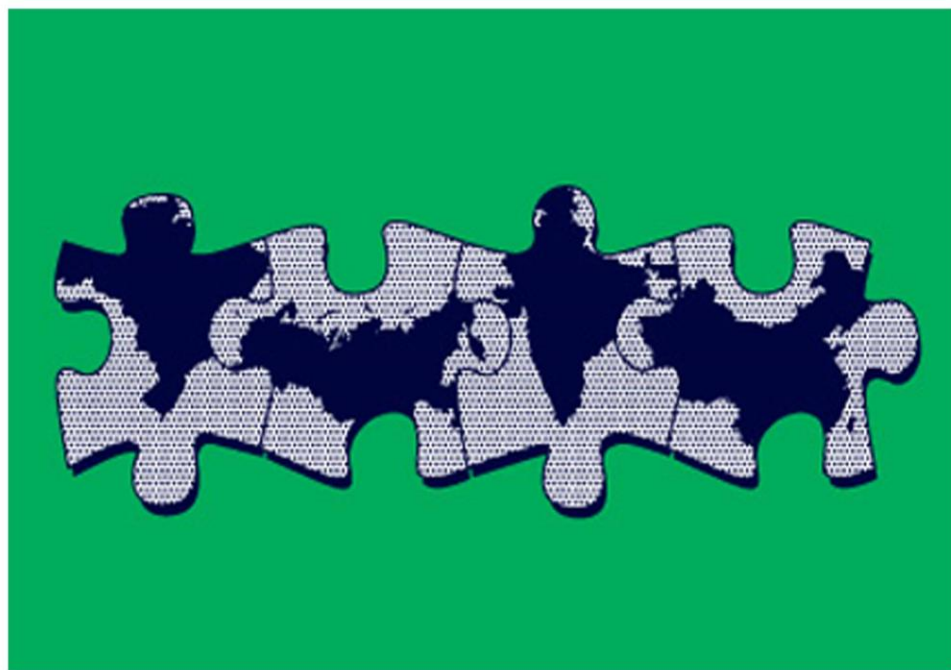


# King's College London Fundraising Campaign Evaluation





# Marketing

## Silent phase

- High net worth donors
- College's closest contacts
- £200m raised

# Marketing

- Strands created
- Brand and target developed

How can we better understand what's inside our heads?

*Care for the mind and body together.*



How do we understand the world's rising powers?

*By creating institutes which connect Brazil, Russia, India and China.*



World questions | KING'S *answers*

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# World questions KING'S *answers*

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KING'S HEALTH PARTNERS

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Prof. Anthony Pereira  
King's Brazil Institute

Dr. Suzanne Yang  
King's China Institute

Prof. Sunil Khilnani  
King's India Institute

World questions





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# Evaluation

## Silent phase

- £200m raised
- Target amount decided
- Brand established

# Evaluation

## Launch

- Campaign awareness
- Global reach
- Media coverage
- Platform for later initiatives



|3 The three priorities |5 International poll  
|6 FAQs |7 Profile: Gemma Peters

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# Comment

The College newsletter

Campaign Special | November 2010

How do we respond to the world's most urgent questions? *By inviting great minds to work together on the answers.*

## King's unveils £500 million campaign focused on global challenges

KING'S IS LAUNCHING A £500 MILLION campaign that will reverberate far beyond the campuses of the College.

This momentous campaign – named World questions|King's answers – asks all members of the College community to consider how they can be part of a five-year fundraising effort that will have global significance in the fields of human health and cooperation between nations.

While the campaign will have a tremendous impact on the College, its reach will be international. World questions|King's answers focuses on several of the most urgent challenges facing humankind, and

how King's can play a major role in addressing those issues. The campaign has three over-arching themes: Neuroscience and mental health; Leadership and society; and Cancer.

In a time when change is happening faster than ever on all continents – sometimes for the better and sometimes not – King's has framed this campaign around a series of questions that touch the lives of millions of people: How do we cope with an ever-ageing population? What will it take to eradicate poverty? Why can't we find better treatments for cancer?

The Rt Hon Sir John Major KG CH, former Prime Minister,



Archbishop Desmond Tutu FRC



The Rt Hon Sir John Major KG CH

is chairing the campaign. Rory Tapner (LLB, 1982), Chief Executive Officer of RBS Wealth Management, is Vice-Chairman.

King's is launching the campaign at a celebration on the Strand Campus, with

simultaneous events in Hong Kong and New York. Archbishop Desmond Tutu FRC (Theology, BD, 1965; MTh, 1966) is one of several alumni praising the campaign in a videotaped

**continued on page 4**

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Home | World questions|King's answers | Video

**VIDEO**

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LEADERSHIP & SOCIETY

CANCER

CHILDREN'S HEALTH

GLOBAL POWER

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**World questions|King's answers campaign video**

World questions|King's answers Campaign 2012 Video

0:00 / 3:31

On 3rd November, 2010, we launched our World questions|King's answers campaign, announcing our ambition to raise £500 million by 2015. We made a pledge to use our expertise to make a significant contribution to delivering solutions to some of the big questions we face globally: questions that affect us all.

We cannot answer every question, so we have focused our attention on areas in which we have existing expertise and have made some outstanding achievements: Neuroscience and mental health, Leadership and society, Cancer, Children's health, and Global power.

This November marks the halfway point of our campaign. Our new video summarises the progress we've made so far, and the questions we would still like to answer.

**GIVE ONLINE**

**ABOUT THE CAMPAIGN**

World questions | KING'S answers



# Evaluation

Campaign success so far

- £400m raised so far
- Key achievements



# Summary

- Integrated marketing campaign
- Tested market
- Launched globally
- £400m generated



World questions | KING'S *answers*

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