



Guidelines for Promoting a UCI Gift Announcement

1. Determine if the donor is willing to allow the university to announce the gift and ensure that all the essential steps in the process have been completed.

- Is Regent approval needed for this gift or building naming? If so, has that occurred?
- Has the UC Office of the President approved the gift agreement?
- Has the gift been booked and recorded (and therefore UCI has received all necessary documentation)?
- Is this an anonymous gift?
- Take special care with any complexities regarding the gift agreement (i.e., a non-binding gift intention, or a multi-year commitment that is predicated on certain conditions being met).

Note, publicizing a gift that has not been properly documented and recorded – or without fully understanding possible complexities regarding the gift agreement or legal donor – can adversely affect the donor and the university.

2. Work with the offices of University Advancement and Strategic Communications.

- Notify University Advancement and Strategic Communications by emailing giftsgrantsnews@uci.edu to discuss your communications strategy and channels.
- Schools and units generally draft announcements of gifts to their areas, although UCI's central offices may choose to take the lead depending on the size or unique specifics of the gift. If central takes the lead, they will share the draft with the appropriate unit/school prior to publicizing.

3. When drafting the news brief or press release to announce your gift, be aware of the following:

- Offer the Chancellor the right of first refusal for being quoted in

press releases of large gifts (gifts over \$5 million, with some exceptions).

- Take note of who else might represent university leadership in the press release:
 - UC Irvine Health or School of Medicine donation: Dr. Howard Federoff, vice chancellor health affairs, CEO UC Irvine Health
 - Significant research grant: Pramod Khargonekar, vice chancellor research
 - Endowed chair: Enrique Lavernia, Provost, executive vice chancellor
 - Vice Chancellor for University Advancement Brian Hervey
 - Appropriate dean
- If the donor has previously given a large gift, or has a consistent history of giving, consider mentioning that in the release about the new gift.
- If the donor is a UCI alumnus, make sure to highlight this point and notify the UCI alumni association prior to the final press release or news brief.

4. Prepare the announcement.

- If the gift is substantial enough to warrant a press release, include a section on how the donation supports key initiatives of the strategic plan. Maintain a professional tone, not overly promotional, and follow AP style and UCI style guidelines.
- For both press releases and news briefs, seek internal program/school approvals, including approval from the school or unit's director of communications.
- Share the draft press release or draft news brief with University Advancement and Strategic Communications by emailing giftsgrantsnews@uci.edu.
- Share the draft press release with the donor and obtain approval of

any quotes.

- Submit the press release with any necessary changes to Strategic Communications, where it will be reviewed for any significant changes proposed by the donor and final decisions will be made about the content. Distribution of press releases will be managed by Strategic Communications in coordination with the originating office and University Advancement (depending on where the gift originated).

Note, gifts announced through official news releases should not be announced on unit websites, in social media or in any publications until after the official press release or news brief has been distributed.

5. Promote the announcement.

- In addition to posting the announcement onto your school website/social media, your news brief or press release will appear on the Giving and Grants webpage on the UCI News website with links to your school/unit's website.
- If the gift warranted a press release, the social media team in Strategic Communications will draft a social media post(s), such as on Facebook or Twitter, to accompany the press release and to help promote it. Communicators may also share news through a variety of other communications channels, including:
 - Social media
 - Profiles in newsletters and magazines
 - School/program websites
 - School/program magazines or newsletters
 - Announcements at events
 - Paid media (consult with central)

Questions? Email giftsgrantsnews@uci.edu

Definitions:

What is a news brief?

- 200 word announcement, with quote, photo on UCI News page. Typically, news briefs are appropriate when announcing gifts below \$5 million, with some exceptions.

What is a press release?

- Announcement to media, often accompanied by internal message, includes quotes from campus leaders, targeted distribution list. Generally, press releases should be reserved for gifts that are substantial in impact or amount. Find downloadable template: communications.uci.edu/campus-resources/meet-the-media/templates