

**Caltech's Contribute to Count Challenge
September 12, 2018**

Supporting Material

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Landing Page, Pre-Challenge

4 Rotating Background Images (changes while on landing page)

The screenshot shows a web browser window with multiple tabs open, including 'Timeline to Ch...', 'Foundation Re...', 'Lists | MailChimp...', 'ADVPROD - En...', 'Donor Count...', 'Caltech Beaver...', 'Coming Soon', '#c2caltech', 'Facebook', 'Caltech's Cont...', and 'Gmail - Caltec...'. The address bar shows the URL: <https://caltechfund.squarespace.com/config/pages/59b1e4d98fd4d26747d9f0e7>.

The main content area displays a landing page design for Caltech. At the top left, the Caltech logo is visible. The central text reads: **CONTRIBUTE TO COUNT**. Below this, it states: **IF 500 ALUMNI GIVE ON SEPTEMBER 12, 2018 \$50,000 FOR SCHOLARSHIPS WILL BE UNLOCKED**. The background features a large white building with a curved roof and a group of graduates in black gowns and blue stoles.

The left sidebar contains the following sections:

- Pages**: Coming Soon (with a gear icon)
- Cover Pages are simple one-page websites. Customize yours by adding content and tweaking the styles below.
- BRANDING & TEXT**: Logo, headline, body text, and social
- MEDIA**: Add images or video to your page
- ACTION**: Create buttons, links, and forms
- SOCIAL ICONS**: Add links to your social profiles
- STYLE**: Adjust fonts, colors, and sizes

A date indicator at the bottom right of the preview area shows: Wednesday, September 12, 2018.

Landing Page, Pre-Challenge

4 Rotating Background Images (changes while on landing page)

The screenshot shows a web browser window with multiple tabs open, including 'Timeline to Ch...', 'Foundation Re...', 'Lists | MailChin...', 'ADVPROD - En...', 'Donor Counte...', 'Catech Beave...', 'Coming Soon', '#c2caltech', 'Facebook', 'Caltech's Cont...', and 'Gmail - Caltec...'. The address bar shows the URL: <https://caltechfund.squarespace.com/config/pages/59b1e4d98fd4d26747d9f0e7>.

The landing page content includes:

- Logo: Catech
- Headline: CONTRIBUTE TO COUNT
- Text: IF 500 ALUMNI GIVE ON SEPTEMBER 12, 2018
- Text: \$50,000 FOR SCHOLARSHIPS WILL BE UNLOCKED

The editor sidebar on the left contains the following sections:

- Pages: Coming Soon (with a gear icon)
- Instructions: Cover Pages are simple one-page websites. Customize yours by adding content and tweaking the styles below.
- Preview: A thumbnail showing 'Coming soon.' with a kiwi slice image and a 'CHANGE LAYOUT' button.
- BRANDING & TEXT: Logo, headline, body text, and social
- MEDIA: Add images or video to your page
- ACTION: Create buttons, links, and forms
- SOCIAL ICONS: Add links to your social profiles
- STYLE: Adjust fonts, colors, and sizes

Landing Page, Pre-Challenge

4 Rotating Background Images (changes while on landing page)

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Pages

Coming Soon

Cover Pages are simple one-page websites. Customize yours by adding content and tweaking the styles below.

Coming soon.

CHANGE LAYOUT

BRANDING & TEXT
Logo, headline, body text, and social

MEDIA
Add images or video to your page

ACTION
Create buttons, links, and forms

SOCIAL ICONS
Add links to your social profiles

STYLE
Adjust fonts, colors, and sizes

EDIT IMAGERY

Catech

CONTRIBUTE TO COUNT

IF 500 ALUMNI GIVE ON
SEPTEMBER 12, 2018
\$50,000 FOR SCHOLARSHIPS WILL BE UNLOCKED

Landing Page, Pre-Challenge

4 Rotating Background Images (changes while on landing page)

The screenshot displays a web browser window with multiple tabs open, including 'Timeline to Ch...', 'Foundation R...', 'Lists | MailChimp...', 'ADVPROD - En...', 'Donor Count...', 'Caltech Beaver...', 'Coming Soon', '#c2caltech', 'Facebook', 'Caltech's Cont...', and 'Gmail - Caltec...'. The address bar shows the URL: <https://caltechfund.squarespace.com/config/pages/59b1e4d98fd4d26747d9f0e7>.

The main content area features a large group photograph of approximately 20 people standing in front of a classical building with columns. Overlaid on the image is the text 'Caltech' in the top right, 'CONTRIBUTE TO COUNT' in large white letters across the center, and 'IF 500 ALUMNI GIVE ON SEPTEMBER 12, 2018 \$50,000 FOR SCHOLARSHIPS WILL BE UNLOCKED' in smaller white text at the bottom. An 'EDIT IMAGERY' button is visible in the top right corner of the image area.

The left sidebar shows the 'Coming Soon' page editor. It includes a 'Cover Pages are simple one-page websites. Customize yours by adding content and tweaking the styles below.' section, a 'Coming soon.' placeholder with a kiwi fruit image and a 'CHANGE LAYOUT' button, and several expandable menu items: 'BRANDING & TEXT' (Logo, headline, body text, and social), 'MEDIA' (Add images or video to your page), 'ACTION' (Create buttons, links, and forms), 'SOCIAL ICONS' (Add links to your social profiles), and 'STYLE' (Adjust fonts, colors, and sizes).

Website Day of Challenge

Timeline to Challenge X Foundation Relation X Campaigns | MailCh X ADVPROD - Lookup X Donor Counter.xlsx X (1) Caltech Alumni X #c2caltech X #c2caltech X

https://www.c2.caltech.edu

Caltech

CALTECH FUND CALTECH ALUMNI FAQ TOOLKIT

SEPTEMBER 12, 2018

CONTRIBUTE TO COUNT

*If 500 alumni give by 11:59 PM tonight,
\$50,000 will be unlocked.*

GIVE NOW

SCROLL

Timeline to Challenge X Foundation Relation X Campaigns | MailCh X ADVPROD - Lookup X Donor Counter.xlsx X (1) Caltech Alumni X #c2caltech X #c2caltech X

https://www.c2.caltech.edu Search

11 : 49 : 06

24-HOUR ALUMNI CHALLENGE

SUPPORT TEACHERS

172

ALUMNI CONTRIBUTED TO CALTECH TODAY

WHEN 500 ALUMNI GIVE TO CALTECH BY MIDNIGHT TONIGHT,
\$50,000 WILL BE UNLOCKED FOR SCHOLARSHIPS.

Timeline to Challenge X Foundation Relation X Campaigns | MailCh X ADVPROD - Lookup X Donor Counter.xlsx X (1) Caltech Alumni X #c2caltech X #c2caltech X

https://www.c2.caltech.edu

Search

“Each of us has been the recipient of a gift from the Institute, and indirectly from the donors of the Institute. We cannot repay those who gave to us, but we can and should do all we can to assure the same or greater opportunities to succeeding generations.”

— HOWARD B. LEWIS (BS '23), FIRST ALUMNI FUND CHAIR

EVERY GIFT MATTERS

Gifts of any amount make an impact.

GIVE YOUR SUPPORT

Timeline to Challenge X Foundation Relation X Campaigns | MailCh X ADVPROD - Lookup X Donor Counter.xlsx X (1) Caltech Alumni X #c2caltech X #c2caltech X

https://www.c2.caltech.edu

EVERY GIFT MATTERS

Gifts of any amount make an impact.

GIVE YOUR SUPPORT

<u>6 GIFTS OF \$10</u>	<u>10 GIFTS OF \$50</u>	<u>4 GIFTS OF \$125</u>	<u>50 GIFTS OF \$200</u>
subsidizes the cost of one student to present their research at SURF Seminar Day	can provide new PE equipment for one class	finances food and supplies for one Alternative Spring Break trip through the Caltech Y	can cover the cost of conference fees for 20 graduate students
<u>2 GIFTS OF \$500</u>	<u>50 GIFTS OF \$1000</u>	<u>4 GIFTS OF \$2500</u>	<u>1 GIFT OF \$6275</u>
funds the printing costs of an issue of the Caltech Undergraduate Research Journal	can help fund a scholarship to cover a Teacher's tuition and fees for one year	covers the cost for one sports team to travel outside of the region and compete at the national level	supports a one-time SURF stipend in full

Timeline to Challenge X Foundation Relation X Campaigns | MailCh X ADVPROD - Lookup X Donor Counter.xlsx X (1) Caltech Alumni X #c2caltech X #c2caltech X

https://www.c2.caltech.edu

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4 GIFTS OF \$2500
 covers the cost for one sports team to travel outside of the region and compete at the national level

1 GIFT OF \$6275
 supports a one-time SURF stipend in full

[GIVE VIA CREDIT CARD](#)

[OR GIVE VIA PAYPAL](#)



Timeline to Challenge X Foundation Relation X Campaigns | MailCh X ADVPROD - Lookup X Donor Counter.xlsx X (1) Caltech Alumni X #c2caltech X #c2caltech X

https://www.c2.caltech.edu

Search

"If I hadn't known that Caltech would help me afford my education, I would not have applied. On a very basic level, student aid is the reason I can be here in the first place."

— DAMIEN BERUBE, CLASS OF 2020

LEARN MORE

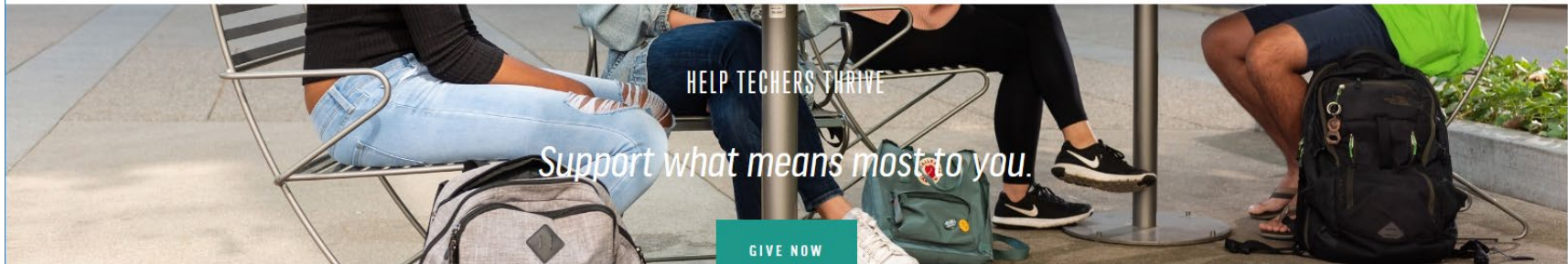
EMPOWER + INSPIRE TECHERS

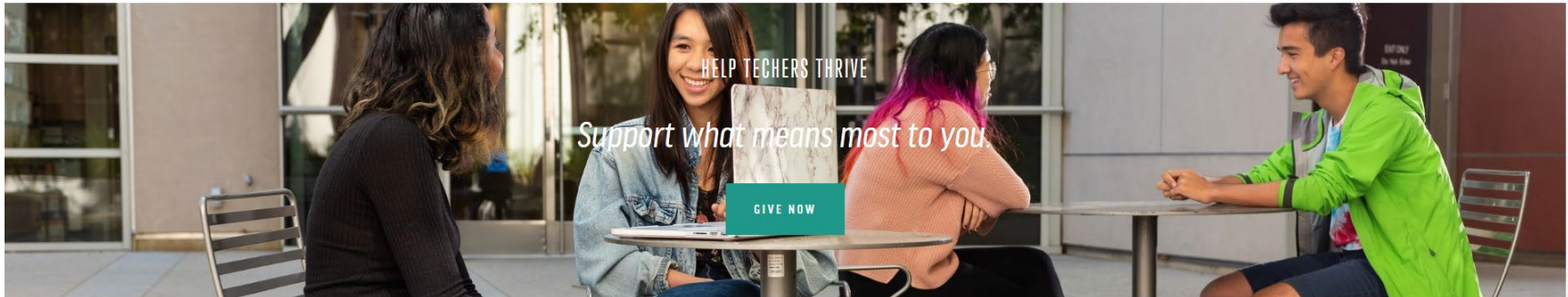
Every year alumni like you provide resources to enable promising scholars from diverse backgrounds to choose Caltech, thrive on campus without financial burden, and go on to make a difference in science and

EMPOWER + INSPIRE TEACHERS

Every year alumni like you provide resources to enable promising scholars from diverse backgrounds to choose Caltech, thrive on campus without financial burden, and go on to make a difference in science and society.

PLEDGE YOUR SUPPORT





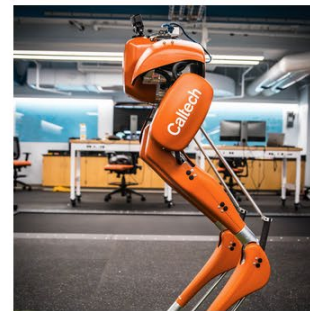
UNDERGRADUATE SCHOLARSHIPS

Aid for undergraduates provides talented, ambitious



GRADUATE FELLOWSHIPS

Fellowship support attracts the most promising



ACADEMIC DIVISIONS

Caltech was established for and by radically inventive



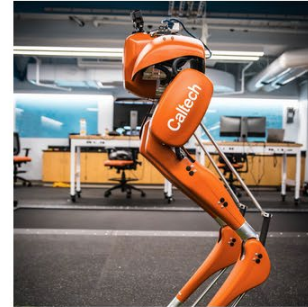
UNDERGRADUATE SCHOLARSHIPS

Aid for undergraduates provides talented, ambitious young people with access to a Caltech education. Coupled with Caltech's need-blind admissions policy, scholarships ensure that today's top students can become tomorrow's problem-solvers and difference-makers.



GRADUATE FELLOWSHIPS

Fellowship support attracts the most promising students, connects them with accomplished faculty across disciplines, and prepares them to make powerful contributions to science and society.



ACADEMIC DIVISIONS

Caltech was established for and by radically inventive minds—people who embrace grand opportunities and flourish when given the freedom to let evidence and instincts guide them.





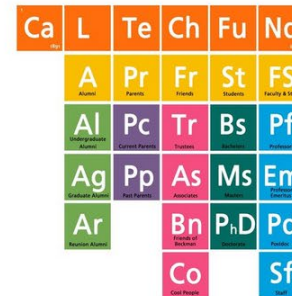
YOUR HOUSE/HOVSE

Give in honor of your House/Hovse.



STUDENT LIFE

Private support creates opportunities for students to reap the benefits of a broad college experience encompassing the arts, athletics, research, internships, and outreach.



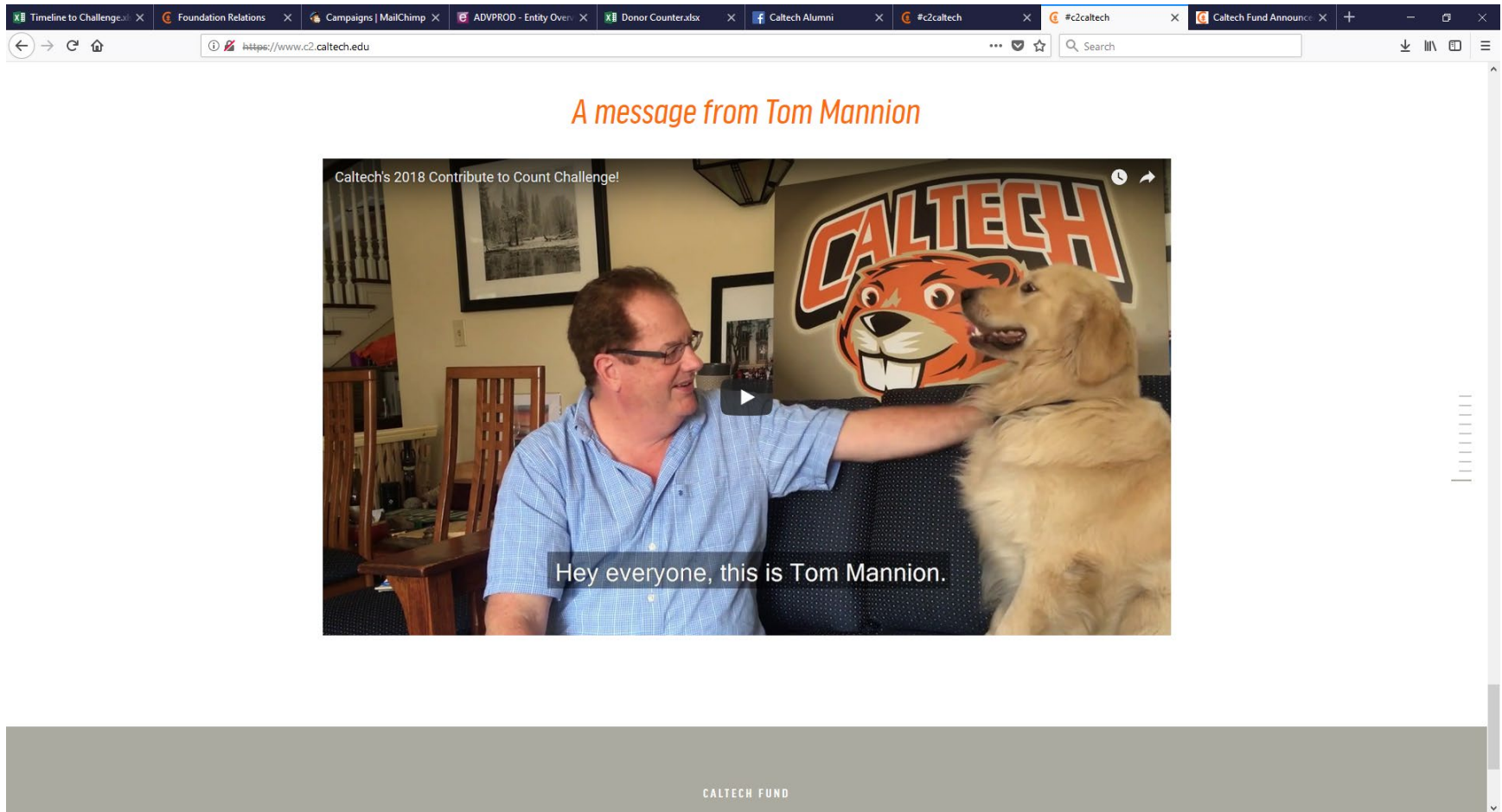
CALTECH'S HIGHEST PRIORITIES

Your gifts provide flexible funding to areas of highest priorities supporting mission critical research and education programs at Caltech.

A message from Tom Mannion



Watch the video of Tom Mannion at https://www.youtube.com/watch?v=skVb_Uxp798



The screenshot shows a web browser window with several tabs open, including 'Timeline to Challenge...', 'Foundation Relations', 'Campaigns | MailChimp', 'ADVPROD - Entity Over...', 'Donor Counter...', 'Caltech Alumni', '#c2caltech', '#c2caltech', and 'Caltech Fund Announc...'. The address bar shows 'https://www.c2.caltech.edu'. The main content area features the heading 'A message from Tom Mannion' in orange text. Below the heading is a video player with the title 'Caltech's 2018 Contribute to Count Challenge!'. The video shows a man in a blue shirt petting a golden retriever in front of a large Caltech logo. A subtitle at the bottom of the video reads 'Hey everyone, this is Tom Mannion.' The browser's navigation and search bars are visible at the top, and a vertical scrollbar is on the right side of the page.

CALTECH FUND



CALTECH FUND

CALIFORNIA INSTITUTE OF TECHNOLOGY | 1200 EAST CALIFORNIA BOULEVARD, PASADENA, CA 91125

QUESTIONS? CALL US AT 626.395.6323 OR EMAIL CALTECHFUND@CALTECH.EDU.



Giving Form, Day of Challenge

Caltech Fund Giving

What are you interested in?

Every Gift Matters

Gift Options | About You | Billing | Review | Finish

Fields marked with an asterisk () are required. To begin, please enter and confirm your email address.*

Primary E-mail: Email *

Confirm *

Gift Information

Donation amount \$.00 *

Designations *

- Caltech Fund
- Caltech Parents Fund
- Choose specific designations

If Other is one of your designations, please provide details here:

Other Designation

Make a one-time gift now

500 alumni donors by 11:59 PDT **TONIGHT** will unlock \$50,000 for scholarships.

Every gift today in any amount to anywhere on campus is vital to win Caltech's Contribute to Count Challenge.

Your gift has far-reaching impact across campus. Thank you for your generosity and support!

To learn more about ways to give and make your impact at Caltech, please visit our [Ways to Give](#) page.

Other Designation

- Make a one-time gift now
- Set up installment payments for this gift
- Set up recurring gifts in this amount

If this gift is in memory or in honor of a loved one, or if you have any special handling instructions, please let us know in the comments field below.

Comments

Matching Gift Information

Many employers match charitable contributions made by their employees, retirees, and employees' spouses. Please enter the name of your employer here.

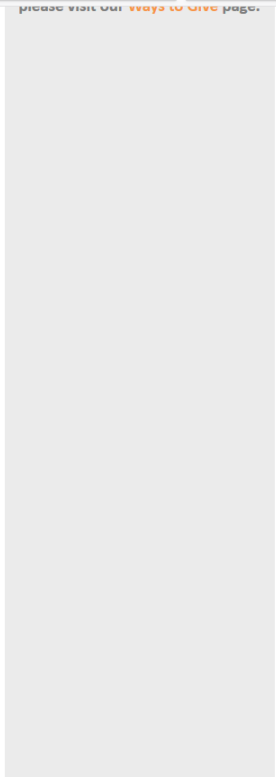
Matching Gift Employer

[Find Your Company's Matching Gift Program](#)

Caltech uses PCI-compliant third-party services to process transactions for a variety of purposes, including but not limited to, hosting online forms used for online giving, and registering for events hosted by or affiliated with the Institute. Personally identifiable information may be collected as part using these services.

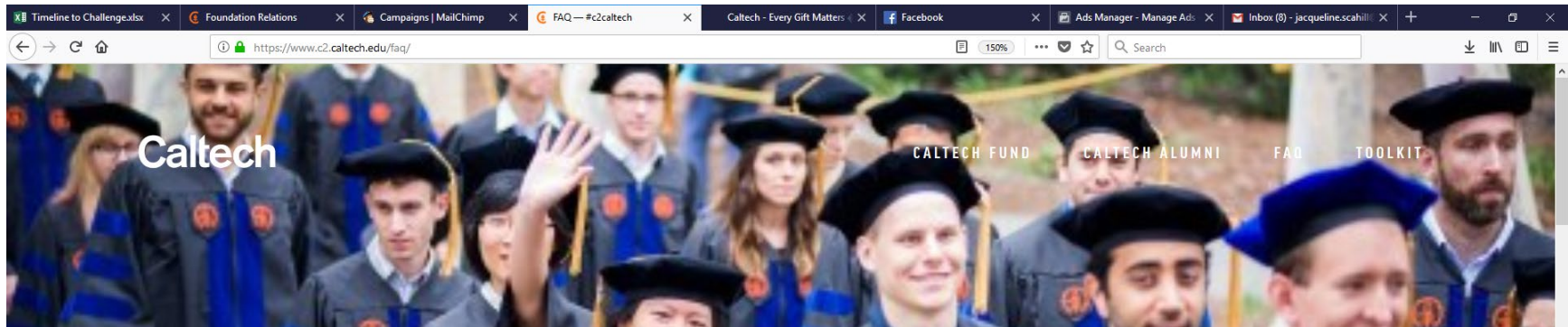
Should you feel there has been an error with your giving transaction, please contact Gifts & Records via telephone at 1.877.225.8324.

Next>>



FAQ

Website live at <https://www.c2.caltech.edu/faq/>



CONTRIBUTE TO COUNT

Frequently Asked Questions

WHAT IS CONTRIBUTE TO COUNT?

Contribute to Count is Caltech's 2018 **alumni participation challenge**. Last year, more than 400 alumni rose to the Techers Give challenge. *This year, we're raising the bar because an anonymous alumnus has raised the stakes.*

Here's how it works: if 500 alumni make a gift to Caltech on Wednesday, September 12 (between 12 AM and 11:59 PM PT), that anonymous donor will unlock \$50,000 for undergraduate scholarships.

DO I HAVE TO GIVE A LOT?

You can give any amount that is meaningful to you. Most Caltech alumni give about \$100. The minimum amount to give via check, cash, or PayPal is \$1, and the minimum to give online is \$5.

Visit [Break Through: The Caltech Campaign](#) to learn how gifts at all levels are helping Caltech.

HOW DO I GIVE?

We recommend you [use our online giving form](#) or [give through PayPal](#). [Click here](#) for a complete list of ways to give.

WHAT IF I ALREADY GAVE THIS YEAR?

First of all, thank you! Your annual gift for the fiscal year (October 1 to September 30) has been counted toward Caltech's alumni participation rate. For the #c2caltech challenge, you can encourage your fellow Techers to make a gift .

HOW CAN I ENCOURAGE MY TECHER FRIENDS TO GIVE?

You can use this [toolkit](#) to spread the word via social media, emails, texting. Also, follow the [Caltech Fund Facebook Page](#) for updates and to share posts.

I'M NOT AN ALUMNA/US—WILL MY GIFT COUNT?

Today, we're only counting alumni gifts toward our challenge. But, you can still help with today's challenge! Use our [toolkit](#) to spread the word via social media, emails, and texts to encourage your friends who are Caltech alumni. You can also follow the [Caltech Fund Facebook Page](#) for updates throughout the day.

IS ALUMNI SUPPORT IMPORTANT TO STUDENTS?

Yes! Students see the difference you make, and they are incredibly grateful for your support. In fact, many have already started the habit of giving back—the participation rate for the class of 2018 senior class gift was more than 53 percent.

MORE QUESTIONS?

Contact the [Caltech Fund team](#) at 626.395.6323 or caltechfund@caltech.edu.

Ready to give your support?

Ready to give your support?

GIVE NOW

CALTECH FUND

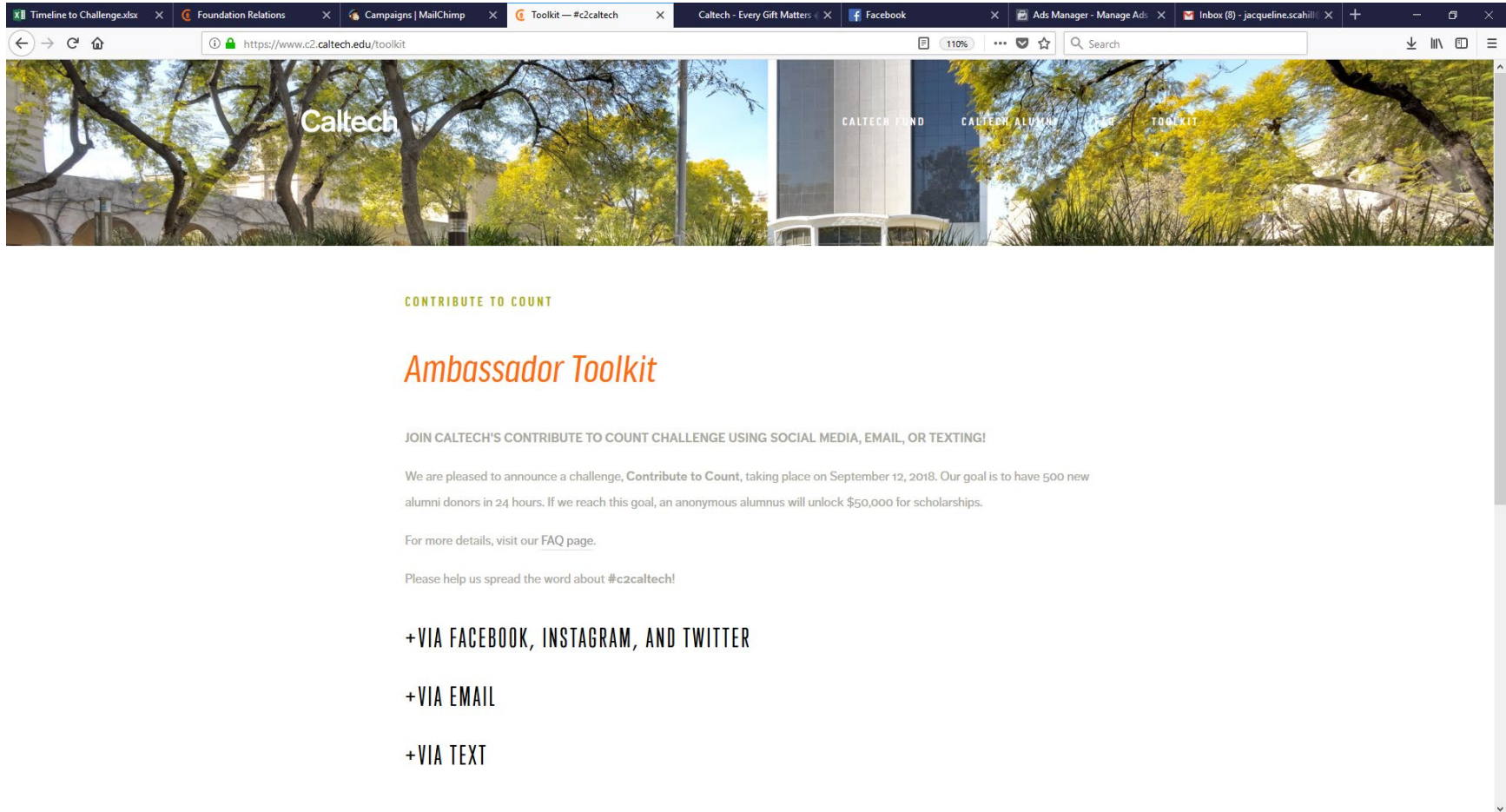
CALIFORNIA INSTITUTE OF TECHNOLOGY | 1200 EAST CALIFORNIA BOULEVARD, PASADENA, CA 91125

QUESTIONS? CALL US AT 626.395.6323 OR EMAIL CALTECHFUND@CALTECH.EDU.



Ambassador Toolkit, with sections collapsed

Website live at <https://www.c2.caltech.edu/toolkit>



Ambassador Toolkit, with sections expanded

The screenshot shows a web browser with several tabs open. The active tab is titled "Toolkit — #c2caltech" and displays the URL "https://www.c2.caltech.edu/toolkit". The page content includes:

- A header "CONTRIBUTE TO COUNT" in green.
- A main title "Ambassador Toolkit" in orange.
- A sub-header "JOIN CALTECH'S CONTRIBUTE TO COUNT CHALLENGE USING SOCIAL MEDIA, EMAIL, OR TEXTING!".
- Text: "We are pleased to announce a challenge, Contribute to Count, taking place on September 12, 2018. Our goal is to have 500 new alumni donors in 24 hours. If we reach this goal, an anonymous alumnus will unlock \$50,000 for scholarships."
- Text: "For more details, visit our [FAQ page](#)."
- Text: "Please help us spread the word about #c2caltech!"
- A section header "+VIA FACEBOOK, INSTAGRAM, AND TWITTER".
- A sub-header "UPDATE YOUR FACEBOOK STATUS, POST TO INSTAGRAM, AND TWEET ABOUT THE CAMPAIGN".
- Text: "Suggested language for posts and tweets:"
- A bulleted list of suggested text for social media posts.
- Text: "Choose one of the images of our [alumni](#) or [graduates](#) below to share with your posts and tweets."
- Text: "How to download the images on this page to your computer or phone: Just right-click on the image you want (or tap and hold on your phone) and save it to your computer or phone's photo gallery. The images in each section are already the correct size for sharing or updating your profile or cover photo."
- Two image thumbnails: one showing a building interior with arches, and another showing the word "if" in a stylized font.



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\$50,000



c2.caltech.edu
#c2caltech



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500 alumni
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\$50,000



c2.caltech.edu
#c2caltech

UPDATE YOUR PERSONAL OR PAGE FACEBOOK COVER PHOTO

On Facebook, you can change your personal (or page) cover photo to promote the #c2caltech challenge. (See next section for group cover photos). Choose from one of the images below of campus or Beckman Auditorium. Use these instructions to change your Facebook cover photo.



if
500 alumni
donate in
24 hours
they will unlock
\$50,000



if
500 alumni
donate in
24 hours
they will unlock
\$50,000

+VIA EMAIL

+ VIA EMAIL

Here is a suggested email you can personalize and send to your peers inviting them to contribute to Caltech as part of the #c2caltech challenge.

Hi, _____,

Did you hear about Caltech's Contribute to Count challenge? We have until 11:59 p.m. PDT tonight to make a gift to Caltech—when 500 new alumni give any amount to anywhere on campus, we will unlock \$50,000 in scholarship funds from an anonymous donor.

It's easy.

Go to bit.ly/c2caltech to make a gift now.

Go to c2.caltech.edu to learn more about the challenge details (including this [FAQ](#) page).

I hope I can count on you to join me in giving back to Caltech! Thanks for taking the time.

Cheers,

+ VIA TEXT

+ VIA TEXT

Here is a suggested text you can send to ask your fellow Caltech alumni to contribute to Caltech as part of the #c2caltech challenge.

Original text:

Hi, ___, today is Caltech's 24-hour challenge: when 500 alumni donate to Caltech, we unlock \$50K in scholarship funds. You in?

If they're not sure, but ask for more info, you can direct them to the website:

Here are more specific details on today's challenge and your impact: c2.caltech.edu.

If/when they say yes:

Awesome... You can make your gift at bit.ly/c2caltech. Thanks!

Here are more specific details on today's challenge and your impact: c2.caltech.edu.

If/when they say yes:

Awesome... You can make your gift at bit.ly/c2caltech. Thanks!

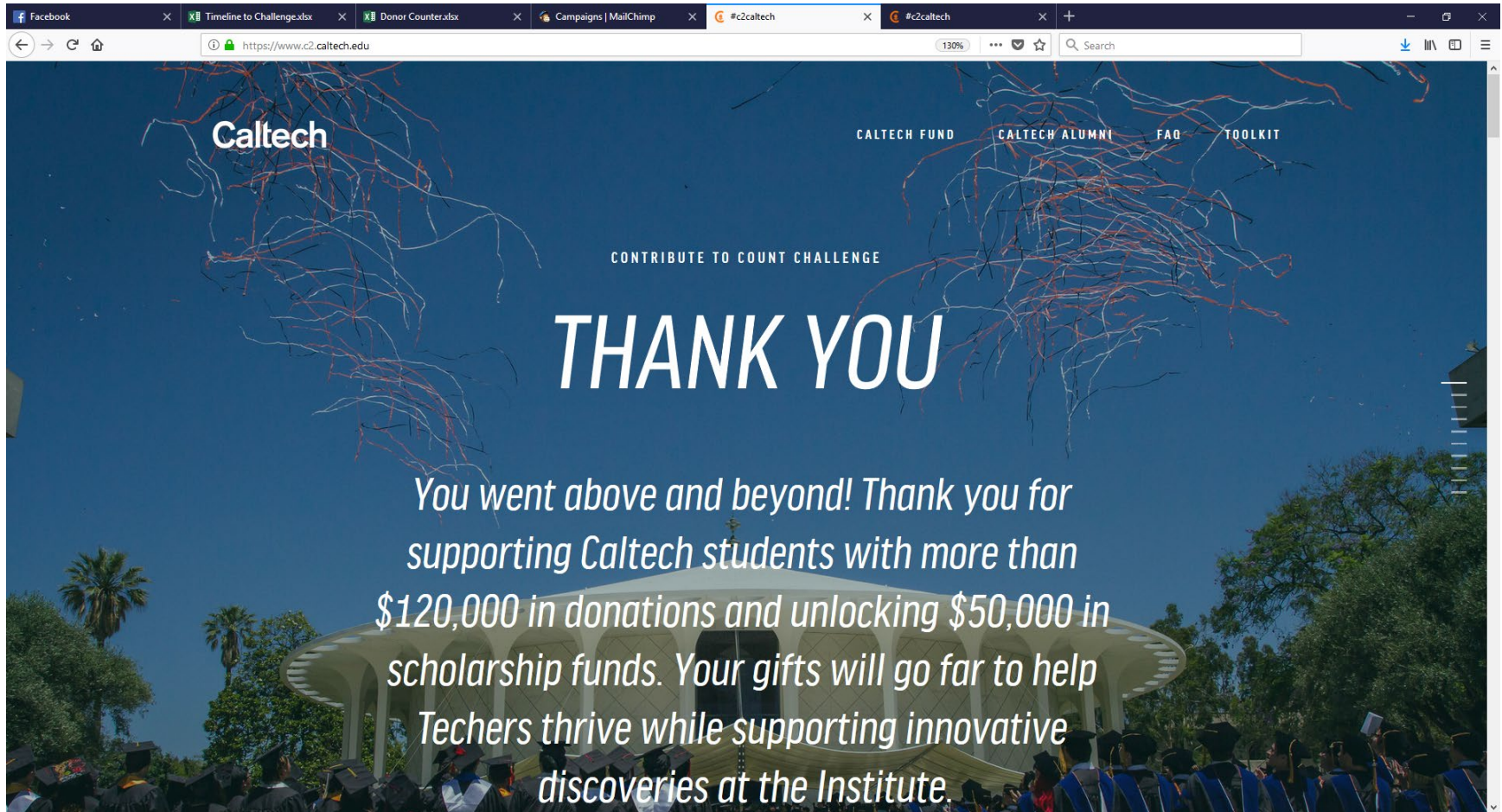
CALTECH FUND

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QUESTIONS? CALL US AT 626.395.6323 OR EMAIL CALTECHFUND@CALTECH.EDU.



Results, Post-Challenge



Facebook | Timeline to Challenge.xlsx | Donor Counter.xlsx | Campaigns | MailChimp | #c2caltech | #c2caltech

https://www.c2.caltech.edu 110% Search

THE RESULTS

00 : 00 : 00

601

alumni donated
on September 12, 2018

The rest of the website (from the Howard B. Lewis quote through the areas to support) remained the same, even after the challenge. The final video was replaced with this Thank You video, which is available on the c2.caltech.edu website or on vimeo here: <https://vimeo.com/113451194>

The screenshot shows a web browser window with several tabs open: Facebook, Timeline to Challenge.xlsx, Donor Counter.xlsx, Campaigns | MailChimp, #c2caltech, and #c2caltech. The address bar shows the URL <https://www.c2.caltech.edu>. The main content area displays the text "Thank you!" in orange. Below this is a video player showing a man smiling and holding a white sign that reads "Thank you to every donor". The video player includes a play button, a progress bar at 01:16, and the Vimeo logo. A title overlay on the video reads "Teachers say 'Thanks'" from Caltech FUND. The browser interface includes navigation buttons, a search bar, and window controls.

Social Media

Our team posted the challenge on the Caltech Fund Facebook page, in addition to two ads—one video, one photo carousel—that ran all 24 hours of the challenge.

A dozen campus partners also posted on Facebook and Instagram, including:

- California Institute of Technology—Caltech
- Caltech Alumni Association
- Caltech Associates
- Caltech Dining Services
- Diversity Center
- Caltech Y
- SURF Program
- Tom Mannion (one of our authors)
- Nick Hutzler & Mary Wahl (authors) to the private Caltech Alumni Facebook group
- Office of Technology Transfer and Corporate Partnerships
- Caltech Teaching, Learning, & Outreach,
- Other individuals.

Facebook Posts

Timeline to Challenge.xlsx | Foundation Relations | Campaigns | MailChimp | Toolkit — #c2caltech | Caltech - Every Gift Matters | Caltech Fund - Home | Ads Manager - Manage Ads | Inbox (8) - jacqueline.scahill

https://www.facebook.com/caltechfund/?modal=admin_todo_tour

Caltech Fund

Page | Inbox | Notifications | Insights | Publishing Tools | Promotions | Settings | Help

Caltech Fund
@caltechfund

Home | Posts | Reviews | Videos | Photos | About | Community | Groups | Info and Ads | Promote | Manage Promotions

#c2caltech | c2.caltech.edu
September 12, 2018

if **500 alumni** donate in **24 hours** they will unlock **\$50,000**

Page Education
Week 3: Get the most from your Business Page | Explore all weeks

Add your address
Make it easy for people to find your business by adding your address.
Add Address

Add your phone number
Let people get in touch with you by adding a phone number to your Page. Once added, people who visit you... See More
Add Number

Create Post | Live | Event | Offer | Job

Write a post...

Know friends who might like your Page?
Help more people discover your Page by inviting friends to like it.

Chat (43)

Thank You so much for donating to Caltech!



Caltech

MC 5-32 Pasadena, CA 91125 fund.caltech.edu 626.395.6323

Caltech Fund
Published by Lucy Richardson (7)
Page Liked · 15 hrs

Wow! Already 400 alumni have donated to Caltech today. We're only 100 donors away from our goal. Thank you to everyone who has made a gift. #c2caltech

Tag Photo | Add Location | Edit

132 People Reached | 6 Engagements | 7 Clicks | Boost Post

Karine Kadyan, Mario Zubia and 3 others | 1 Share

Like | Comment | Share

Write a comment...
Press Enter to post.

Suggested Groups | See All



POPster Portal - Official Blogilates Group
1,910 members | + Join

Timeline to Challenge.xlsx | Foundation Relations | Campaigns | MailChimp | Toolkit — #c2caltech | Caltech - Every Gift Matters | Caltech Fund - Home | Ads Manager - Manage Ads | Inbox (8) - jacqueline.scahill

https://www.facebook.com/caltechfund/photos/a.695699777452879/695986810757509/?type=3&theater

CHALLENGE COUNTS
As of 2:42 P.M. 183
250 Alumni Donors {
undergrad alumni
67 graduate alumni

The whiteboard also features a diagram of a hexagonal ring structure with arrows indicating a path or flow.

Caltech Fund
Published by Jacqueline Browne [?]
Page Liked · 20 hrs ·

Just hit 250 donors, 50% of our goal 🙌 Thanks to all of our donors so far!

Want to join? → c2.caltech.edu for details and updates.

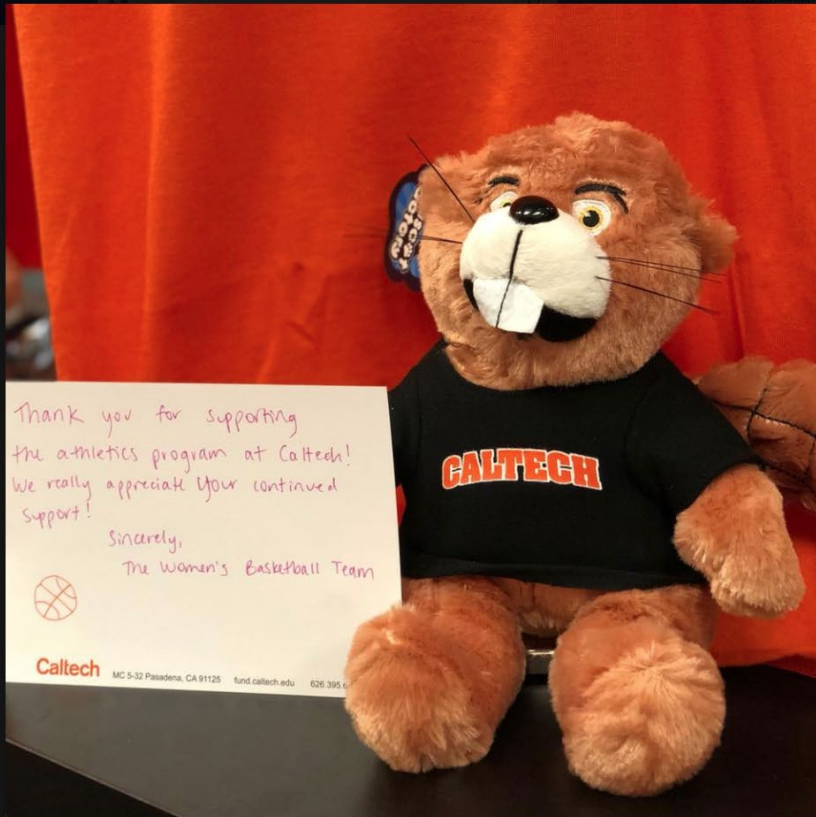
Tag Photo | Add Location | Edit

74 People Reached | 7 Engagements | 2 Clicks | **Boost Post**

MG Saruar, Dipto Dip and 4 others

Like | Comment | Share

Write a comment...
Press Enter to post.



Caltech Fund
Published by Jacqueline Browne (?)
Page Liked · 22 hrs ·

A special thank you from the Caltech Beavers Women's Basketball team! And to all of our donors —thank you!

Tag Photo | Add Location | Edit

71 People Reached | 3 Engagements | 1 Click | **Boost Post**

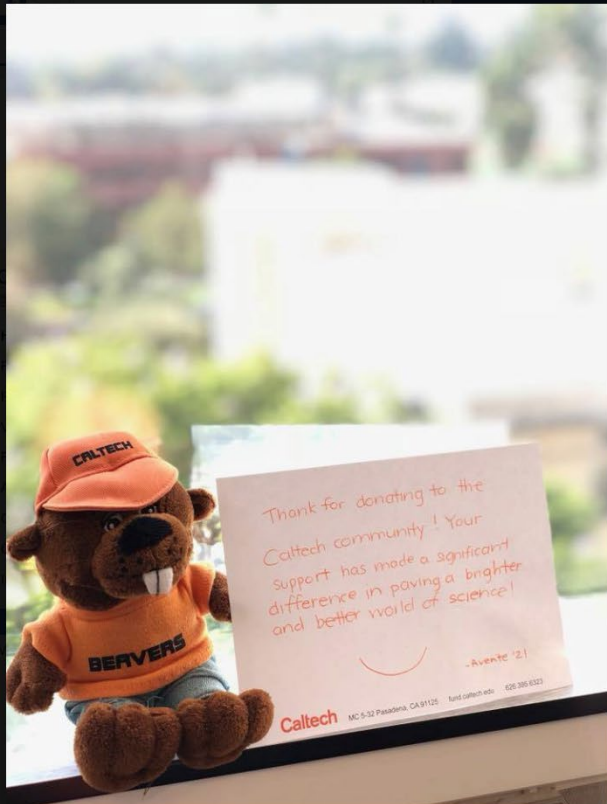
Dipto Dip, Elizabeth Thompson and Jacqueline Browne

Like | Comment | Share

Write a comment...
Press Enter to post.

Suggested Groups | See All

Dark Nursing Humor
14,386 members | **+ Join**



Caltech Fund
Published by Jacqueline Browne (7)
Page Liked · Yesterday

We just surpassed 🎉 alumni donors! Thanks to all of our #c2caltech donors so far.
And here's a special thank you from one of our rising sophomores, Aventel ❤️

Tag Photo | Add Location | Edit

431 People Reached | 23 Engagements | 39 Clicks | Boost Post

8 Likes | 1 Share

Like | Comment | Share

Write a comment...
Press Enter to post.

Suggested Groups | See All

Dark Nursing Humor
14,386 members | + Join

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https://www.facebook.com/caltechfund/photos/a.679039959118861/695852100770980/?type=3&theater

Dear donor,

There are a lot of ways to make a dollar go far; one example would be sending it into space - that's pretty far! But ~~the~~ a dollar goes furthest when it promotes the advancement of humanity, and that's exactly what every dollar of your contribution is doing every day. You're not just helping students like me, but people all around the world who benefit from new discoveries. Thank you so so much!

- Jagath V. '21

Caltech MC 5-32 Pasadena, CA 91125 fund.caltech.edu 626.395.6323

Caltech Fund
Published by Peter Gilman (7)
Page Liked · Yesterday

During our #C2Caltech Challenge, your gift is not just helping Techers on campus, but people all around the world who benefit from new scientific discoveries 🌍🔬

Thank You! From: Jagath V. Class of 2021

Make your annual gift today, and help us reach our 24 hour goal of 500 donors! 🙌🙌🙌

<https://www.c2.caltech.edu/>

Tag Photo | Add Location | Edit

77	5	1	Boost Post
People Reached	Engagements	Click	

Elizabeth Thompson, Dipto Dip and 3 others

Like | Comment | Share

Write a comment...
Press Enter to post.

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if
500 alumni
donate in
24 hours
they will unlock
\$50,000

c2.caltech.edu
#c2caltech

Caltech Fund
Published by Nicole Williams [?]
Page Liked · Yesterday

Rise and shine! If 500 alumni give today, it will unlock \$50,000 for undergraduate scholarships! Give any amount to what matters most to you. #c2caltech

<https://www.c2.caltech.edu/>

Tag Photo | Add Location | Edit

343 People Reached | **20** Engagements | **28** Clicks | **Boost Post**

6 | 3 Shares

Like | Comment | Share

Write a comment...
Press Enter to post.

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343 | 20 | 28 | Chat (43)

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Caltech Fund
Published by Nicole Williams (?)
Page Liked · Yesterday

The countdown has begun! See how you can contribute to count and help unlock \$50,000 for undergraduate scholarships today! #c2caltech

<https://www.c2.caltech.edu/>

Tag Photo | Add Location | Edit

3,428 People Reached | **22** Engagements | **124** Clicks | [Boost Post](#)

8 | 1 Share

Like | Comment | Share

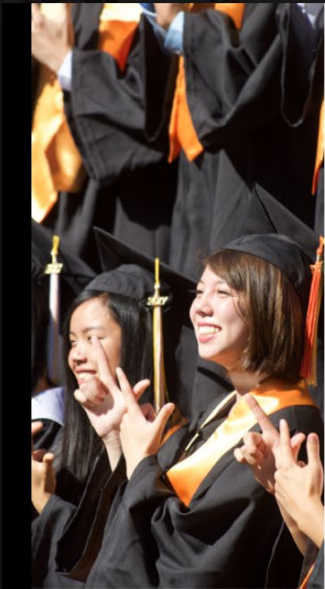
Write a comment...
Press Enter to post.

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Like | Following | Share



if
500 alumni
donate in
24 hours
they will unlock
\$50,000



c2.caltech.edu
#c2caltech

Caltech Fund
Published by Jacqueline Browne [?]
Page Liked - September 11

Get ready to take on the challenge starting at midnight PT tonight!

Tag Photo | Add Location | Edit

60
People Reached | 3 Engagements | 4 Clicks | Boost Post

Itz Dlegacy, Jacqueline Browne and MG Saruar

Like | Comment | Share

Write a comment...
Press Enter to post.

Itz Dlegacy, Jacqueline Browne and MG Saruar
Like | Comment | Share

Write a comment...
Press Enter to post.

Chat (14)

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Caltech Fund
Published by Jacqueline Browne (?) · September 4 at 2:35 PM ·

It's coming! T minus 8 days until...

C2.CALTECH.EDU
Coming Soon

58 People Reached | 5 Engagements | 3 Clicks | Boost Post

Itz Dlegacy, Caltech Public Events and 3 others

Like | Comment | Share

Write a comment...
Press Enter to post.

Caltech Fund
Published by Jacqueline Browne (?) · August 29 at 8:54 AM ·

Investigating Earth's ancient history. Gaining new knowledge that could help

+ Add a Button

Our Story
+ Tell people about your business

Page Tips See All

- Know Friends Who Might Like Your Page?
Invite friends to like Caltech Fund and help you connect with more people.
- Help People Take Action
Add a Button to the top of your Page.

See All Page Tips

Very responsive to messages
100% response rate, 1min response time

662 likes +28 this week
James Morse and 7 other friends

662 follows

See Pages Feed
Posts from Pages you've liked as your Page

14,029 post reach this week

3,342 video views this week

Chat (39)

Facebook Ads

Photo Carousel, Images 1-3 of 5:

The image displays three browser windows, each showing a Facebook ad preview for the Caltech Fund. The browser tabs are labeled 'Ads Manager - Manage Ads' and 'Inbox (8) - jacqueline.scahill'. The browser address bar shows 'Search'. The user profile is 'Jacqueline'. The ad preview is for a 'Desktop News Feed' and is '1 of 1 Ad' out of '2 of 15' items. The ad text is: 'Today only, if 500 alumni give any amount to anywhere on campus, they will unlock \$50,000 in scholarships!'. The ad features a 'Like Page' button and a 'Learn More' button. The ad is sponsored by 'Caltech Fund'. The ad has 22 likes and 1 share. The ad is titled '24-Hour Challenge' and 'Alumni Giving Day'. The ad has a 'Join us now!' button. The ad has a 'Share' button. The ad has a 'Comment' button. The ad has a 'Like' button. The ad has a 'Refresh preview' button and a 'Report a problem with this preview' button. The ad has a 'Publish' button and a 'Discard Draft' button.

The first window shows a carousel with two images: a group of four women holding a large gear-shaped trophy, and a man in a graduation cap giving a thumbs up.

The second window shows a carousel with three images: a woman in a blue shirt, a man in a graduation cap giving a thumbs up, and a man in a red hoodie.

The third window shows a carousel with three images: a man in a graduation cap, a man in a red hoodie, and a woman in a pink shirt.

Facebook Ad

Photo Carousel, Images 4-5 of 5

Ads Manager - Manage Ads | Inboxes - jacqueline.scahill

Search

Not Delivering


Ad Preview 1 of 1 Ad

Desktop News Feed 2 of 15

Caltech Fund Sponsored

Like Page

Today only, if 500 alumni give any amount to anywhere on campus, they will unlock \$50,000 in scholarships!



Go Beavers!

Let's cross the finish line together

Learn More

22 Likes 1 Share

Like Comment Share

Refresh preview • Report a problem with this preview

Discard Draft Publish

Ads Manager - Manage Ads | Inboxes - jacqueline.scahill

Search

Not Delivering

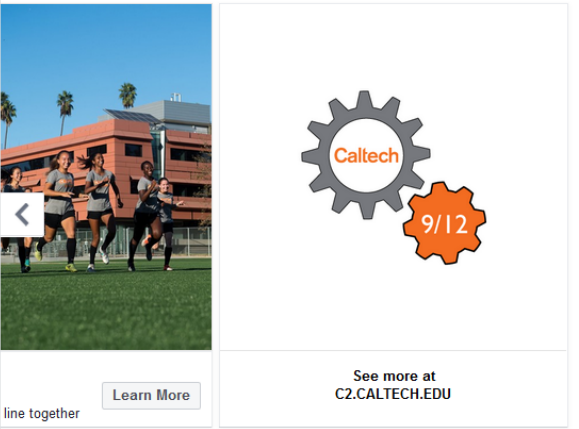
Ad Preview 1 of 1 Ad

Desktop News Feed 2 of 15

Caltech Fund Sponsored

Like Page

Today only, if 500 alumni give any amount to anywhere on campus, they will unlock \$50,000 in scholarships!



See more at C2.CALTECH.EDU

line together

Learn More

22 Likes 1 Share

Like Comment Share

Refresh preview • Report a problem with this preview

Discard Draft Publish

Video of Tom Mannion:

Ads Manager - Manage Ads x Inbox (8) - jacqueline.scahill x + - ☰ x


☆ Search ⏴ 📄 📄 ☰

🔍 Jacqueline 🔔 🚩 ⚙️ ?


Not Delivering ...

Ad Preview 1 of 1 Ad < > 📄

Desktop News Feed ▾ 2 of 17 < >

 **Caltech Fund**
Sponsored · 🌐

Today only, if 500 Caltech alumni give, they will unlock \$50,000 in scholarships!



Hey everyone, this is Tom Mannion.

C2.CALTECH.EDU/

Contribute to Count! [Learn More](#)

Any amount to anywhere on campus

👍 🥰 😄 27 5 Shares 3.3K Views

👍 Like 💬 Comment ➦ Share

[Refresh preview](#) • [Report a problem with this preview](#)

[Discard Draft](#) [Publish](#)