Our mission is to advance and promote the interests of the University of California, Berkeley by connecting alumni with each other and our alma mater. Together with our campus partners, we play an integral role in informing, engaging, and inspiring alumni to support the University by:

- Participating and volunteering in University programs and events
- Acting as ambassadors and advocates on behalf of the University
- Giving to the University
Introduction to CAA (Cont.)

**CALIFORNIA Magazine**

*CALIFORNIA* is an editorially independent quarterly general-interest magazine sent to CAA members, with an online version featuring daily news.  
[californiamag.org](http://californiamag.org)

**TRAVEL**

CAA provides the University of California, Berkeley community with an exciting combination of discovery, learning, and adventure in educationally oriented travel.  
[alumni.berkeley.edu/travel](http://alumni.berkeley.edu/travel)

**Alumni Events**

Alumni events provide alumni with the opportunity to network with one another and stay informed about the brilliance of Berkeley.  
[alumni.berkeley.edu/events](http://alumni.berkeley.edu/events)
Introduction to CAA (Cont.)

Lair of the Golden Bear

Since 1949, the Cal Alumni Association’s Lair of the Golden Bear has provided unforgettable summer vacations for generations of Cal alumni families and friends of the University.

alumni.berkeley.edu/lair

Pinecrest Chalet

Located just three hours east of the Bay Area at 5,600 ft in beautiful Pinecrest, CA, the Lair’s fresh air, sunshine, and surrounding natural beauty provide our guests with an amazing mountain playground.

alumni.berkeley.edu/chalet
Alumni Scholarships

CAA provides more than 725 Cal students with $2.1 million in undergraduate scholarships each year through The Leadership Award, The Achievement Award Program and The Kruttschnitt Aspire Scholarship Program.

alumni.berkeley.edu/scholarships

YES Berkeley! Student Recruitment

Alumni volunteers represent our University at college fairs, host welcome receptions for newly admitted students, and share their Cal experience during the YES Berkeley! Student Recruitment calling campaign.

alumni.berkeley.edu/yesberkeley
The Berkeley Network

The Berkeley Network supports the professional development interests of a diverse and ambitious alumni community with webinars, industry events, and partnerships with the UC Berkeley Career Center.

alumni.berkeley.edu/berkeleynetwork

Alumni Chapters

More than 80 alumni chapters offer alumni the opportunity to stay involved with and connect to the University, students, and fellow alumni, while supporting student recruitment and undergraduate scholarships.

alumni.berkeley.edu/chapters
Audience Overview

Mailable alumni *

Locations of Alumni

- USA: 391,819
- CA: 293,341
- NY: 9,625
- WA: 8,961
- OR: 6,972
- TX: 6,166

TOTAL LIVING ALUMNI: 485,000

* Numbers reflect only alumni who have opted in to receive Affinity communications.
National Audiences: Alumni vs. Members

Total Alumni vs. CAA Members Across the Country
(Members vs. Nonmembers)

Numbers in each state are CAA members.
California Audiences: Alumni vs. Members

TOTAL ALUMNI
- Over 20,000
- 10,000 - 20,000
- 1,000 - 10,000
- Under 1000

Counties with the Most Members
- Alameda
- Los Angeles
- Contra Costa
- Santa Clara
- San Francisco
- San Mateo
- Orange
- San Diego
- Marin
- Sacramento
- Sonoma

Numbers in counties are CAA members.
CAA's website keeps our alumni up-to-date with campus happenings, and provides detailed information for all CAA programs.

CAA's website has more than 100,000+ unique visitors each month.
The Cal Connection is a monthly e-newsletter sent to more than 168,000 subscribers. The Cal Connection will keep you up-to-date on the latest innovations, achievements, and events on campus.

Average open rate: 21-22%
Average click-through rate: 2%

Ad Size: 150x250 (pixels)
The Athletics e-newsletter is sent to more than 52,000 subscribers. Each newsletter will keep you up-to-date on the latest sporting news, athletic events, and ticket promotions.

Average open rate: 20-24%
Average click-through rate: 1-2%

Ad Size: 150x250 (pixels)
The Cal Discoveries e-newsletter is sent to more than 22,000 subscribers. Each newsletter will keep you up-to-date on the latest trip destinations, travel discounts, safe travel tips, and Berkeley travel expert professors.

**Average open rate: 20-21%**  
**Average click-through rate: 1-2%**

**Ad Size:**  
150x250 (pixels)
The Pinecrest e-newsletter is sent to more than 10,000 subscribers four times per year. Each Pinecrest newsletter will keep you up-to-date on the latest camp programs, reservation openings, and events.

Average open rate: 40-31%
Average click-through rate: 4%

Ad Size: 150x250 (pixels)
Dedicated e-mails can be sent to all Cal alumni or specifically to CAA members.

Each list can be segmented based on targeted demographics.

*Average open rate: 15-27%
Average click-through rate: 0-4%*

**Ad Size:**
550x175 (pixels)
Direct mail communications are sent to either all Cal alumni or to specific segments of the alumni community based on targeted demographics.

GET STARTED TODAY!

For more information, complete the card and mail it or go to

I'd like to receive information about the Cal Alumni ScholarShare 529 College Savings Plan.

Sample A. Sample
123 Main St, Suite 456
Anytown USA 12345-6789

Phone number

Email

Open Scholarship 529 College Savings Plan account TODAY!

OPEN A SCHOLARSHARE COLLEGE SAVINGS PLAN ACCOUNT TODAY WITH AS LITTLE AS $25.

(That’s less than a new pair of shoes.)

Start saving for your child’s college education with the ScholarShare 529 College Savings Plan offered by the State of California.

The money you save can grow tax-deferred and can be used at any accredited college, university or trade school in the US, or eligible schools abroad. If the funds are used for qualified higher education expenses, the earnings are federal and California income tax-free.

MAKE SAVING FOR COLLEGE EASIER.

Open a new ScholarShare 529 College Savings Plan this summer, before they go back to school, at ScholarShare.com or 800-544-5248.

Direct Mail

Cal Bears believe it’s never too early to prepare for a college education.

Start saving today to make your child’s future brighter today, with ScholarShare, California’s 529 Plan.

Direct Mail
CAA hosts alumni events throughout the year, offering something for everyone. Events include Hoops Parties (before basketball games), tailgates, young alumni parties, and Homecoming weekend.

You will have the opportunity to display marketing materials at each of CAA’s alumni events, and receive recognition in email invitations.
CALIFORNIA magazine is an editorially independent general-interest magazine. The mission of the publications is to cover the news, issues, discoveries, and people of the University of California, Berkeley, and keep alumni, scholars, researchers and thoughtful readers informed about the cutting-edge ideas and innovation emanating from the campus. CALIFORNIA magazine is a quarterly publication sent to more than 100,000 members.

californiamag.org
California Magazine Online is updated with fresh news and can be accessed daily. Through news items, in-depth interviews, and features on topical issues, both publications report on the contemporary Berkeley campus with insight, style, and punch.

californiamag.org
CAA’s Facebook page keeps Cal alumni socially connected to events on campus, alumni achievements, and CAA programs. CAA more than over 21,898 “likes” and continues to grow every day.

facebook.com/CalAlumni
CAA’s LinkedIn group is exclusive to Cal alumni, and has more than 47,602 members in the group who are in constant communication.

http://www.linkedin.com/company/cal-alumni-association
CAA’s Instagram is less than a year old, but has already gained more than 931 followers. Plans are in the works to increase our Instagram presence and utilize it as a medium through which to communicate with a younger audience, as well as to encourage user engagement.
Questions?

For more information

alumni.berkeley.edu/advertise

Contact Us

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Chief Revenue Officer
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