ENGAGEMENT OPPORTUNITIES
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
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.

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

CAA provides the University of California, Berkeley community with an exciting combination of discovery, learning, and adventure in educationally oriented travel.

Alumni events provide alumni with the opportunity to network with one another and stay informed about the brilliance of Berkeley.

CALIFORNIA magazine is an editorially independent quarterly general-interest magazine and website sent to members only.
CAA provides more than 725 Cal students with nearly $2 million in scholarships each year through The Leadership Award, The Achievement Award Program and The Equity Scholarship.

The Berkeley Network program has been designed to support the professional development needs and interests of a dynamic and diverse alumni community.

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

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 scholarships.
alumni.berkeley.edu/benefits
150,000+
Page Views Per Month

40,000+
Unique Visits Per Month

RESULTS POWERED BY
Google Analytics
CAA AUDIENCE OVERVIEW

facebook 16K+ LIKES

45,000+ LinkedIn GROUP USERS

Cal Alumni Association
UC Berkeley
The Cal Connection is a monthly e-newsletter sent to over 157,000 subscribers. Each Cal Connection will keep you up to date on the latest innovations, achievements, and events on campus.

Metrics:
Open Rate = 18%-21%
Click Through Rate = 1%-2%

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

Metrics:
- Open Rate = 17%-20%
- Click Through Rate = 1%-2%

Ad Size:
- 150x250 (pixels)
The Cal Discoveries e-newsletter is sent to over 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.

Metrics:
Open Rate = 20%-23%
Click Through Rate = 1%-2%

Ad Size:
150x250 (pixels)
The Lair e-newsletter is sent to over 4,500 subscribers four-times per year. Each Lair newsletter will keep you up to date on the latest camp programs, reservation openings, and events.

**Metrics:**
- Open Rate = 40%-49%
- Click Through Rate = 9%-12%

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

Each list can be segmented based on targeted demographics.

Metrics:
Open Rate = 17%-24%
Click Through Rate = 1%-2%

Ad Size:
550x175 (pixels)
Direct Mail communications are sent to all Cal alumni and to specific segments of the alumni community based on targeted demographics.
CAA hosts several alumni events throughout the year. Each event is tailored to a specific group of our alumni community, such as Hoops Parties, Tailgate Parties, and Homecoming Weekend.

You will have the opportunity to display marketing materials at each of CAA’s alumni events.
Charter Gala is the Cal Alumni Association’s signature event commemorating the founding of the University of California in 1868. The Gala celebrates the achievements of some of our most distinguished alumni. All proceeds from this event support The Cal Alumni Association Fund, enabling us to serve our alma mater and our alumni community.
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 over 100,000 members. 

alumni.berkeley.edu/california-magazine
Our newly redesigned, fully integrated website informs our alumni and provides detailed information for all CAA programs. CAA’s website has over 40,000 unique visitors each month.
Just In

Whatever Floats their Boat: Cal Team’s Canoe of Concrete Edged Out in Competition

Update: Well, you can’t win ‘em all. The Cal Concrete Canoe team finished fourth at the Mid-Pacific Regional Competition at Cal State Fresno on April 5, behind third place finisher Sacramento State; second place finisher Tongji University from Shanghai, China; and the Golden Bears’ arch-rivals, the University of Nevada Reno Wolfpack. The fourth place finish means the record-breaking Bears will miss this year’s national competition. “Considering all the challenges we faced, we’re not too surprised,” says team leader Alvin Wong.

Posted on April 11, 2014 - 11:11am

What a Waste: US Campaign Targets Why We Trash 133 Billion Pounds of Food a Year

No one likes to see good food go to waste.

Posted on April 10, 2014 - 6:13pm

When Seeing Isn’t Believing: Our Eyes Always Play Tricks On Us—And That’s A Good Thing

There’s a scene in Raiders of the Lost Ark, the first Indiana Jones movie,

Join the Conversation...

In, What a Waste: US Campaign Targets Why We Trash 133 Billion Pounds of Food a Year: The large amount of food waste is a lose-lose situation for the environment, the struggling families in today’s tough economy...

— Rod Averbuch 1:11, 2014-6:30am

In, Kahuna? Re-Ching Naming Rights: Bring Cash to Campus: You know a great way to make money? Hire a coaching staff that will win. If the athletic department put as much effort into finding quality coaches as it does...

— OK 1:01, 2014-7:01pm

In, Love, War and Poecbball: A Curious Relic from WWII Prison Camp Returns to Cal Athletics: Yes, Bill Phillips was a

alumni.berkeley.edu/california-magazine
CAA Facebook keeps Cal alumni socially connected to events on campus, alumni achievements, and CAA programs. CAA has over 16,000 “likes” and continues to grow our network.
CAA LinkedIn group is consisted of Cal alumni networking to grow their professional careers. CAA LinkedIn has over 45,000 members in the group and are in constant communication.
GO BEARS!