

Promoting your success in the Gates Cambridge competition

Many congratulations again on being selected as a Gates Cambridge Scholar. This is an achievement you can be proud of throughout your life.

As well as the many benefits conferred on Gates Cambridge Scholars, there are also a number of responsibilities and expectations. These include successfully completing your course at Cambridge, being an active member of the Gates Cambridge community in Cambridge and remaining part of that community after your time at Cambridge, and using your academic skills and leadership abilities to improve the lives of others (in any number of ways).

Why promote your success

The Trust asks new Scholars promote their achievement in being selected for such a globally prestigious scholarship. Working to increase awareness of the programme has the twin benefits of:

- Establishing and maintaining Gates Cambridge as a brand which will serve the careers of Scholars and their ability, individually and collectively, to improve the lives of others
- broadening and deepening the applicant pool, and thus further enhancing the quality and diversity of applicants

So promoting your achievement is less about being immodest and much more about helping the programme achieve its aims (one of which has a direct benefit to you as a Scholar and future Alum).

How to promote your success

Although the Trust is working to promote the success of the outstanding Scholars it has recently selected, there is much you – as the recipient – can do to help. Some of the ways you can promote your success are listed below:

- Tell your referees
- If you have one, ensure your scholarship advisor is aware of your award
- Contact your university's communications office and magazine editor
- Contact any local media who might be interested in showcasing your achievement
- Offer to talk to potential applicants at your university about the application process
- Anything else you can think of to showcase your success in the Gates Cambridge competition

If your local media would like more information (including a press release and facts and figures) they can contact the Trust's Communications Officer – Mandy.Garner@admin.cam.ac.uk. If you do receive coverage of your success in the Gates Cambridge programme please do send this information to Mandy Garner.

We hope you can help raise the profile of the Gates Cambridge programme to an even wider audience, which will allow you and future Scholars to benefit from this life changing opportunity.

We very much look forward to seeing you in September.

Professor Barry Everitt
Provost
Gates Cambridge