

One Day FOR UK

PHILANTHROPY TIMELINE

This is a preliminary timeline of Central Philanthropy's communication plan. Please note there will likely be continuous updates to digital communication cadence.

<i>Date</i>	<i>Communications type</i>	<i>Description</i>
3/24	Web	GiveCampus Page updated to include One Day for UK checkbox
3/26	Mail	Annual Giving solicitation mailer goes to post office <ul style="list-style-type: none"> • Postcard in envelope, reply card listing all participating units • Past Donors of the last five years to UK, Current Donors who gave prior to 1/1/2025
3/27	Email	Save the Date - All Alumni + Past One for UK Donors
3/27	Social Media	One Day is four weeks away
4/2	Mail	Annual Giving save-the-date postcard goes to post office <ul style="list-style-type: none"> • Standard postcard, no reply card • Future and Lapsed Donors
4/3	Email	3 weeks out - BBNfluencer Solicitation
4/6	Phonathon	Resume donor calling
4/8	Social Media	BBNfluencer sign up
4/14	Social Media	10 day impact
4/17	Social Media	1 week out – video
4/17	Email	1 week out – video – All Alumni + Past Donors
4/17	Texting	1 week out – BBNfluencer Solicitation
4/18	Swag	Yard signs will be distributed the Friday before One Day for UK

Date	Communications type	Description
4/21	Social Media	3 day impact
4/21	Social Media	Facebook Likes Challenge
4/21	Email	Challenge Kickoff - All Alumni + Past Donors
4/23	Social Media	Tomorrow!
4/23	Email	One Day for UK is tomorrow
4/24	Email	<ul style="list-style-type: none"> • It's One Day for UK! 7 AM Power Hour Happening Soon (6 a.m.) • Current BBNfluencer call to action/instructions • Challenges are still happening (1 p.m.) • Unit-specific email (3 p.m.) • Unit tally for recent donors (3 p.m.) • Last gift of the day challenge reminder (11 p.m.)
4/24	Texting	One Day for UK is TODAY!
4/24	Social Media	<ul style="list-style-type: none"> • "Let's go" • Power Hour 1 • Social Media Challenges • Impact Story 1 - Give Now • Power Hour 2 • 1865th Gift • Impact Story 2 - Give Now • Social Media Challenge Winners (will share unit posts announcing winners) • Power Hour 3 • Almost Over!
4/25	Social Media	<ul style="list-style-type: none"> • Thank you post • Click here to see the challenge winners!
4/25	Email	Day-After Thank You
5/7	Email	Final Total Thank You (on or before this date)