



2025 UNIT TIMELINE

HARD DEADLINES:

February 7 – [Submit Fund Selection\(s\) Form](#)

- Notifies the Office of Philanthropy of a participating unit and their chosen fund(s).

February 21 (optional) - [Submit Unit Specific Mail/Email Form](#)

- This form is only required if your unit plans to send their own mailer or email. This form does not require dates or audiences--it only notifies Annual Giving to reach out.

February 28 – [Submit Text and Photo Form](#)

- Allows the Office of Philanthropy time to begin updating and building pages.
- **Note:** If you choose to promote multiple funds, you must also provide a text description and image for your unit's landing page.

March 14 (optional) – [Submit Matching Gift Form](#)

- Gift or gift agreement must be submitted to UK Gift Receiving Office.
- Matching Gift terms must meet one of the following conditions:
 - Dollar for dollar match (ie donor will match every dollar given up to \$10,000)
 - 2:1 match (ie donor will offer a 2 for 1 match on every dollar given up to \$10,000)
 - Participation based match (ie 300 donors unlocks a \$10,000 donor match)
 - Donation based match (ie 300 gifts unlocks a \$10,000 donor match)

COMPLETE UNIT TIMELINE BY MONTH:

JANUARY

Key Dates:

- January 16 –Q&A Session on Direct Mail

Important notes:

- Determine fund(s) for One Day for UK.
- Begin working on a matching gift(s)
- Begin thinking about a photo and text for your One Day for UK page on the Gravyty website.
- Begin thinking about sending a mailer. This is optional. Mailer projects typically take 4-6 weeks to complete.

FEBRUARY

Key Dates:

- February 5 – Q&A on Email
- February 7 – [Fund Selection\(s\) Form](#) due
- February 12 – Q&A on Social Media
- February 19 – Q&A on BBNfluencers
- February 21 – [Unit Specific Mail/Email Form](#) due
- February 26 – Q&A on navigating onedayforuk.com
- February 28 – [Photo and Text Form](#) due for Gravyty site

Important notes:

- Determine if your unit is going to send a mailer. If so, reach out to vendor for quote and production timeline.
- Submit data requests at least 15 business days before it's due to the printer, preferably 20 business days in advance to allow for edits if needed.
- Determine if your unit is going to send email(s). If your unit has the bandwidth, unit specific emails are highly recommended.
- Continue work on securing matching gift(s).
- Begin work on BBNfluencer recruitment plan.
- Begin working on social media plan.
- Finalize text and photo for Gravyty site.

MARCH

Key dates:

- March 14 – [Matching Gift Form](#) due
- March 26 – Begin posting on social media
- March 26 – Send solicitation mailer to the post office
- March 31 – Units can begin to send unit-specific emails

Important notes:

- Finalize mailer with print vendor. Mailers with reply cards should be sent in March. Do not mail mailers prior to 3/26 to allow the Office of Philanthropy to send its initial communication first
- Finalize email plans. Units can send up to two unit-specific emails between March 31 – April 11 and April 18-22. Emails to alumni and donors must be sent through the UK Alumni Association by completing [this form](#). All email requests must be submitted five days prior to the requested send date and include all materials such as text, images, links and data
- Unit specific emails can be sent **after** March 31
- Finalize social media plan
- Begin recruiting BBNfluencers
- Begin work on stewardship plans
- Finalize matching gift details (due by 3/14)

APRIL

Key Dates:

- April 8 – Central's unit-specific April 24 email details sent to Meredith Weber
- April 11 – Last day to send postcard mailers
- April 18 – [Email request forms](#) due to UK Alumni Association for April 25 thank you email
- April 24 – One Day for UK

Important notes:

- Post on social media
- Ensure mailer is sent
- Send unit-specific April 24 email details to Meredith Weber
- Save-the-date mailers should go no earlier than April 6 and no later than April 15
- Send emails
- Think about challenges your unit might want to focus on
- Finalize stewardship plans

MAY

Key dates:

- May 7 – Central finalizes numbers for announcements and final posts

Important notes:

- Thank you post on social media and/or send thank you email with your unit total