

# IMPORTANT NOTES FOR ONEDAYFORUK 2025

## Gift Counting

- Once again, our focus this year is to maximize the number of donors who participate in One Day for UK. Only donor gifts made on One Day for UK or made with a One Day for UK 2025 solicitation code will be counted. **Pledge payments and corporate gifts will not be counted, (unless otherwise approved by Annual Giving for the purpose of a Matching Gift).**
- Counting for One Day for UK will begin once the checkbox on the UK GiveCampus site ([give.uky.edu](https://give.uky.edu)) goes live on March 24.
  - Web gift counting will end at midnight on April 25
  - Mail gift counting will end on May 1.
  - Payroll deduction gifts made in March and April will count toward the total.
- The final donor and dollar counts will be shared by or on May 7.
- *Certain conditions must be met in order for a gift to count toward leaderboard totals. Be sure to visit the Challenges Guide in the Toolkit for more information about leaderboard tallies.*

## Forms Required to Participate

### February 7 – Submit Fund Selection(s) Form

- Notifies the Office of Philanthropy of a participating unit and their chosen fund(s).
- **Note:** If you choose to promote multiple funds, you must also submit a photo and text description for your unit's landing page

### February 28 – Submit Text and Photo Form

- Allows the Office of Philanthropy time to begin updating and building pages.

## Additional Resources

In addition to the variety of categorized resources in the One Day for UK Toolkit, there will be five Q&A Zoom calls to discuss the following topics:

- Mail (1/16/25)
- Email (2/5/25)
- Social Media (2/12/25)
- BBNfluencers (2/19/25)
- Navigating onedayforuk.com (2/26/25)