

One Day FOR UK

UNIT-SPECIFIC EMAIL GUIDELINES

Your unit has decided to do an email for giving day. Thank you for letting us know! We want to be a resource to you in the process. We will assist in sending out this email but it is the job of you and your team to provide some of the necessary pieces.

Annual Giving is partnered with the UK Alumni Association to send out emails using Marketing Cloud. You will need to provide us the following information to complete your email request(s):

1 Data: Submit a data request to UK Philanthropy Information Services using the online form at: www.ukalumni.net/reportrequest

Notes:

- Annual Giving will provide a solicitation code and custom link for all One Day for UK digital outreach to ensure your solicitation efforts are included in the giving total.
- All report requests for emails must include Salesforce Contact IDs. This information is required before building and sending an email.
- If you have any questions about the selection criteria or the request itself, please email Emily Groves (emily.groves@uky.edu) for assistance.
- Standard turnaround time for a report request is 10 business days.
- Report requests for emails to all degreed alumni from your unit are not required before submitting an email request.

2 Text: Make sure your text is completed and approved by Annual Giving.

Notes:

- Annual Giving will provide a custom hyperlink to your fund webpage.
- All emails must contain the standard boilerplate language below:

One Day for UK is the University of Kentucky's 24-hour online giving day. On April 24, 2025, the Big Blue Nation will come together to support the colleges, programs and causes that we love at UK. Join a tradition of generosity that brightens the path for Wildcats of all generations, ensuring that *Ev'ry Wildcat Star Will Shine*.

Visit www.onedayforuk.com to follow our progress and make your gift.

3 Photos/Email Header: If you would like any photos in your email, you will need to provide them.

Note:

- Annual giving recommends only 1 photo in an email. This can take the form of an email header or a photo separate from the header.
- Consider using an animated image or GIF to catch the reader's attention.

4 Submit: All email requests must be emailed to Meredith Weber at Meredith.Weber@uky.edu

Notes:

- Your email request must include text, email header, links, subject line, requested send date/time and your data/audience list. Your email cannot be created unless the data report is included OR you are sending to "all unit alumni."
- If you are sending more than one unit-specific email, please submit separate email requests for each.

- Units can send up to two unit-specific emails total between March 31 – April 11 and April 18 – 22 . These email requests must be submitted to Meredith Weber at least 5 days prior to the requested send date.
- Central Philanthropy will be sending an email to all alumni on April 24 at 3:00 PM that contains unique content for each unit. In cases where a constituent is a graduate or donor of multiple units, this email will invite them to give to all applicable units.
 - **Each unit also has the option to custom design their own day-of email, which can be sent after 5:00 PM on April 24. If you would like Central Philanthropy to build and send your unit's custom email, please provide your custom email content to Meredith Weber by 4/8/25.**
- Units can send a thank you email and a final total email during the approved windows.
- Unit-specific emails are not required. Central Philanthropy's preliminary email cadence is outlined below:

Leading up to Day			
Type	Dates	Time	Details
Central	3/27	–	Save the Date - All Alumni + Past One Day for UK Donors
Unit Window	3/31 thru 4/11	–	Open window for Units
Central	4/3	–	3 weeks out - BBNfluencer Solicitation
Central	4/17	–	1 week out - All Alumni + Past Donors
Unit Window	4/18 thru 4/22	–	Open window for Units
Central	4/21	–	Challenge Kickoff - All Alumni + Past Donors
Central	4/23	8 AM - 12 PM	Tomorrow is One Day for UK!
Central	4/23	11:00 PM	1st Gift of the Day Challenge! - automatically sent to anyone who clicked on this challenge in the 4/21 email

One Day for UK			
Type	Dates	Time	Details
Central	4/24	6:00 AM	It's One Day for UK! 7 AM Power Hour Happening Soon - All Alumni + Past Donors (except current BBNfluencers)
Central	4/24	8:00 AM	Current BBNfluencer call to action/instructions
Central	4/24	1:00 PM	Challenges are still happening! All Alumni + Past Donors
Central for Colleges	4/24	3:00 PM	*College-specific alumni audiences, includes non-Alumni Past Donor audience
Central for Colleges	4/24	3:00 PM	Updated tally - rather than sending a generic solicitation to people who have already donated, we'll invite them to view their group's progress
Unit Window	4/24	5:00 PM onward	Open window for Units
Central	4/24	11:00 PM	Last Gift of the Day Reminder - sent to anyone who clicked this challenge in the 4/21 email or the 1:00 PM email

Days After			
Type	Dates	Time	Details
Central	4/25	10:00 AM	Preliminary thank you message - All Alumni
Unit Window	4/25 thru 5/2	12:00 PM onward	Open for Unit-specific thank you
Central	On or before 5/7	–	Final total update - 2025 Donors Only
Unit	Anytime after Central Total	–	Open for Unit-specific totals update

Questions? Contact us:

- Emily Groves, Associate Director of Annual Giving (emily.groves@uky.edu)
- Meredith Weber, Director of Philanthropy Communications (meredith.weber@uky.edu)