

One Day FOR UK

UNIT-SPECIFIC MAIL GUIDELINES



Your unit has decided to do a mail piece for giving day. Thank you for letting us know! We want to be a resource to you in the process; however, the planning and execution of sending out this mail piece is now the responsibility of you and your team.

Unfortunately, Annual Giving does not have the resources to produce a mailing for participating units for One Day for UK. You will need to either (1) produce your mailer in-house or (2) partner with a university-approved vendor to produce a mailer. Once you have determined how you'll be producing your mailer, please follow these steps:

STEP 1—DATA:

Submit a Data Request to UK Philanthropy Information Services (IS) using the online form found at this link:

www.ukalumni.net/s/report-request-form

Notes:

- Annual Giving will provide a solicitation code for all One Day for UK solicitations so that any gifts made as a result of your outreach can be included in the day's total.
- If you have any questions about the selection criteria or the request itself, please email Kirtland Roach at Kirtland.Roach@uky.edu for assistance.
 - a. Your criteria should include the necessary exclusions. Our standard exclusions are:
 1. Principal prospects and their spouses
 2. Suspended
 3. Deceased
 4. Active Student
 5. Do not mail – UK Wide
 6. Do not contact – UK Wide
 7. Do not solicit – UK Wide
 - b. Your report criteria must include the "Do Nots" for your college or program.
 - c. Please note that if either member of a household has a "Do not" it is applied to both members; this includes FERPA and GDPR.
- Necessary Fields to request: Mill ID, Name, Spouse Name, Address, Household ID, Salesforce ID
- Standard turnaround time for a report request is 10 business days. We suggest submitting your request 6-8 weeks before your planned mail date

- After you receive your data, **verify it against the database.** You need to verify that you got the list you requested, that it has correct and up-to-date information, and that it only includes your constituency. To verify these details, Annual Giving suggests the following steps:
 - a. Scroll through the list and look for any names that stand out that are not in your constituency.
 - b. Spot-check 15-25 people in the database to ensure their address and name match the file. You should also verify their education, donor history and opt-outs to make sure they are your constituent and they should be on your list.

STEP 2—TEXT:

Make sure your text is completed and approved by Annual Giving. Once you have crafted your text, send a copy to Kirtland.Roach@uky.edu for review and approval.

All mailers 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.

STEP 3—REPLY CARD:

Ensure your mailer has all the appropriate and intended pieces.

Notes:

- Annual Giving will provide a solicitation code for your mail piece. Please be sure to include this on the reply card so the gift can be counted in the day's total for your area.
- Needed elements on the reply card:
 - a. Fund Name
 - b. Amount
 - c. "Make check payable to the University of Kentucky"
 - d. Donor Name/Address/Mill ID
 - e. Solicitation Code
 - f. One of either the URL code "onedayforuk.uky.edu/{unit}" or a QR code to the One Day for UK site
- **If your mailing includes a QR code**, make sure to reach out to Annual Giving for that code. A custom tracking link must be created for this purpose.

- If you are sending a letter, make sure you have a reply card and a reply envelope. We do not recommend using pre-paid business reply envelopes.

The envelope should be addressed to:

UK Philanthropy
Gift Receiving
PO Box 910628
Lexington, KY 40591

STEP 4—MAIL DATE:

Make sure you send your mailer on time.

Notes:

- If your mailer contains a reply card and envelope, you should plan on getting your mailer to a USPS office no later than March 28.
- If your mailer is a "Save the Date" style piece, you should plan on getting your mailer to a USPS office no later than April 11.

HYPOTHETICAL UNIT MAIL TIMELINE:

This is based on Annual Giving's experience using a local vendor. For a March 28 mailing goal:

1. Determine the size of the mailer and contact the vendor for a quote – February 7
 - a. This allows time to determine design and rethink size based on your budget.
 - b. They will also provide a timeline for how long printing, stuffing, sealing, and stamping will take.
2. Request data using a report request form – February 14
 - a. This means you will receive your data by February 28
3. Submit data, text, and art to vendor – March 14
 - a. You will usually receive a proof within two business days that needs your approval before the vendor will begin printing.
4. Mailer goes to the post office – March 28

****Each vendor and mailer will have a different timeline based on their workflow and the number of pieces. Make sure you contact the vendor you plan to use early so that you can meet their timeline.****

ANNUAL GIVING PLANNED MAIL TIMELINE:

April 2, 2024: One Day for UK Solicitation

- This mailer has a reply card that lists all participating units/funds on it
- The audience for this piece is all alumni whose current status is lybunts, sybunts, current donors whose last gift was in the fall and any non-alumni who made a past gift to a One Day for UK.
- Annual Giving combines households and lists the names in a stack on the address label.

April 9, 2024: One Day for UK "Save the Date" Postcard

- This mailer is a postcard only: it has the giving day website listed and a QR code.
- The audience for this piece is select alumni whose current status is lapsed or future donor.
- Annual Giving combines households and lists the names in a stack on the address label.

MAIL TIPS:

- Best practice is to list only your primary fund on the reply card. Listing multiple funds will cause gifts to be split, which will reduce the support for your primary fund.
- If you are combining spouses, be sure to stack their names wherever possible. The joint name field is standardized and may not be the person's preference if they have not told us their preference.
- We recommend live stamps and first-class postage.
- Need inspiration? [Check out these examples](#) and add your own twist to make it fit your college or department

QUESTIONS? CONTACT US:

- Kirtland Roach, Associate Director of Annual Giving (Kirtland.Roach@uky.edu)