

# 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.

Date	Communications type	Description
3/21	Web	GiveCampus Page updated to include One Day for UK checkbox
3/24	Email	Save the Date – All Alumni + Past One for UK Donors
3/24	Social Media	Save the Date – promo video drops
3/26	Mail	Annual Giving solicitation mailer goes to post office <ul style="list-style-type: none"> <li>Postcard in envelope, reply card listing all participating units</li> <li>Past Donors of the last five years to UK, Current Donors who gave prior to 1/1/2025</li> </ul>
4/2	Mail	Annual Giving Save the Date postcard goes to post office <ul style="list-style-type: none"> <li>Standard postcard, no reply card</li> <li>Future and Lapsed Donors</li> </ul>
4/3	Email	3 weeks out - BBNfluencer Recruitment
4/3	Social Media	BBNfluencer Recruitment
4/6	Phonathon	Resume donor calling
4/10	Social Media	2 weeks out
4/17	Social Media	1 week out – either a graphic or short version of video
4/17	Email	1 week out – video – All Alumni + Past Donors
4/17	Texting	1 week out – BBNfluencer Solicitation
4/17	Swag	Yard signs will be distributed the Thursday/Friday before One Day for UK

Date	Communications type	Description
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	Texting	One Day for UK is TODAY!
4/24	Email	<ul style="list-style-type: none"> <li>• Today's the day</li> <li>• Coach Pope video</li> <li>• 7 a.m. Power Hour happening now (story)</li> <li>• 7 a.m. Power Hour winner</li> <li>• Hype Video</li> <li>• Social media challenges (story)</li> <li>• 12 p.m. Power Hour happening now (story)</li> <li>• 12 p.m. Power Hour winner</li> <li>• 8 p.m. Power Hour happening now (story)</li> <li>• Facebook Likes winner</li> <li>• 8 p.m. Power Hour winner</li> <li>• Almost over/Last gift of the day challenge reminder (11 p.m.)</li> <li>• That's a wrap (12 a.m.)</li> </ul>
4/24	Social Media	<ul style="list-style-type: none"> <li>• "Let's go"</li> <li>• Power Hour 1</li> <li>• Social Media Challenges</li> <li>• Impact Story 1 - Give Now</li> <li>• Power Hour 2</li> <li>• 1865th Gift</li> <li>• Impact Story 2 - Give Now</li> <li>• Social Media Challenge Winners (will share unit posts announcing winners)</li> <li>• Power Hour 3</li> <li>• Almost Over!</li> </ul>
4/25	Social Media	<ul style="list-style-type: none"> <li>• Click here to see the challenge winners!</li> <li>• Coach Pope wants to say Thank You</li> </ul>
4/25	Email	Day-After Thank You (Coach Pope Thank You Video)
5/7	Email	Final Total Thank You (on or before this date)