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
3/20	Web	GiveCampus Page updated to include One Day for UK checkbox
3/23	Email	Save the Date – All Alumni + Past One for UK Donors
3/23	Social Media	Save the Date – promo video drops
4/2	Mail	 Annual Giving solicitation mailer goes to post office Postcard in envelope, reply card listing all participating units Past Donors of the last five years to UK, Current Donors who gave prior to 1/1/2026
4/9	Mail	 Annual Giving Save the Date postcard goes to post office Standard postcard, no reply card Future and Lapsed Donors
4/2	Email	3 weeks out - BBNfluencer Recruitment
4/2	Social Media	BBNfluencer Recruitment
4/5	Phonathon	Resume donor calling
4/9	Social Media	2 weeks out
4/16	Social Media	1 week out – either a graphic or short version of video
4/16	Email	1 week out – video – All Alumni + Past Donors
4/16	Texting	1 week out – BBNfluencer Solicitation
4/16	Yard Signs	Yard signs will be distributed the Thursday/Friday before One Day for UK
4/20	Social Media	Facebook Likes Challenge

9 a.m. – 3 p.m. with swag for students, photo opportung with the mascots and life-size CATS letters. Rain plan T 4/23 Press Release Announcement to media outlets that One Day for UK is 4/23 Texting One Day for UK is TODAY! 4/23 Email Today's the day, power hour reminder (5 AM) • Video call to action, potential celebrity signatory AM) • Challenges are still happening! (1 PM) • Dynamic unit-specific solicitation (3 PM) 4/23 Social Media • Today's the day (midnight) • 7 a.m. Power Hour happening now (story) • 7 a.m. Power Hour winner • Hype Video • Social media challenges (story) • 12 p.m. Power Hour happening now (story) • 12 p.m. Power Hour winner • 8 p.m. Power Hour winner • 8 p.m. Power Hour winner • 8 p.m. Power Hour winner • Last gift of the day reminder (11 p.m.) • That's a wrap (12 a.m.) 4/24 Social Media Click here to see the challenge winners! 4/24 Email Day-After Thank You 5/14 Email Our goal is to send a Final Total Thank You email on or be this date			
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