

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.

<i>Date</i>	<i>Communications type</i>	<i>Description</i>
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 <ul style="list-style-type: none">• 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 <ul style="list-style-type: none">• 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

4/20	Email	Challenge Kickoff - All Alumni + Past Donors
4/20	Digital Signage	Digital Signage on campus will go live
4/22	Social Media	Tomorrow!
4/22	Email	One Day for UK is tomorrow
4/23	Tabling	Tabling at Alumni Commons and Gatton Student Center from 9 a.m. – 3 p.m. with swag for students, photo opportunities with the mascots and life-size CATS letters. Rain plan TBD
4/23	Press Release	Announcement to media outlets that One Day for UK is live!
4/23	Texting	One Day for UK is TODAY!
4/23	Email	<ul style="list-style-type: none"> • Today's the day, power hour reminder (5 AM) • Video call to action, potential celebrity signatory (11 AM) • Challenges are still happening! (1 PM) • Dynamic unit-specific solicitation (3 PM)
4/23	Social Media	<ul style="list-style-type: none"> • 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 happening now (story) • Facebook Likes 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 before this date
5/14	Final total press release	Shortly after final total has been calculated