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):

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

Notes:

- If you are planning a One Day for UK email, please first ensure that you have submitted the Unit Specific Mail/Email Form. This will prompt Annual Giving to provide a solicitation code and custom link for all One Day for UK digital outreach so your solicitation efforts are included in the giving day total.

- All Marketing Cloud email requests must include Salesforce Contact IDs. This information is required before building and sending an email. ***For colleges, report requests are not required if you simply want to email all degreed alumni from your unit.**

- When completing the Report Request, please copy/paste the following in the "Purpose for Request" section, and update the bolded portions to reflect your specific parameters:

  > This request is for a One Day for UK constituent report.
  >
  > Constituent type: **Indicate whether you want a list of degreed alumni, donors, or a combination of both.**
  >
  > Donor date range: **This is only necessary if your constituent type includes donors. If so, indicate the earliest and latest donation date that you need.**
  >
  > Donor gift details: **This is only necessary if your constituent type includes donors. If so, indicate if you want the report to include [1]all donors to your unit (or a specific fund) in the above indicated timeframe, or [2]if you want only donors who have given to your unit (or a specific fund) during past years of One Day for UK.**

- Select "Email Solicitation" next to the question "What is the data to be used for?"

- Enter "One Day for UK" in the section "Other purpose:" at the end.

- Standard turnaround time for a report request is 10 business days.

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Text: **All email text must be approved by Annual Giving.** Send your content to Emily.Groves@uky.edu

Notes:

- Annual Giving will provide a custom hyperlink to your fund webpage.
- All emails must contain the standard boilerplate language below (we suggest including it in a blue footer at the bottom of your email):

  > One Day for UK is the University of Kentucky's 24-hour online giving day. On April 23, 2026, 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 Fuels the Mission and Drives Success for every Wildcat.
  >
  > 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 30 – April 10 and April 17 – 21 . 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 23 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.
  - o **Each unit also has the option to custom design their own day-of email, which can be sent after 5:00 PM on April 23. If you would like Central Philanthropy to build and send your unit's custom email, please provide your content to Meredith Weber and Emily Groves by 4/7/25.**
  - o **Units can also opt-in to a day-after "Thank You" email to be sent on 4/24/25. That content should be provided to Meredith Weber and Emily Groves by 4/7/25 as well.**
- Units can send a thank you email and a final total email during the approved windows.
- Unit-specific emails are not required.

Need some inspiration?

Click here to check out the emails that Central Philanthropy sent to alumni and donors last year.

Questions? Contact us:

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

Central Philanthropy's preliminary email cadence:

Leading up to Day			
Type	**Dates**	**Time**	**Details**
Central	3/23	—	Save the Date - All Alumni + Past One Day for UK Donors
Unit Window	3/30 thru 4/10	—	Open window for Units
Central	4/2	—	3 weeks out - BBNfluencer Solicitation
Central	4/16	—	1 week out - All Alumni + Past Donors
Unit Window	4/17 thru 4/21	—	Open window for Units
Central	4/20	—	Challenge Kickoff - All Alumni + Past Donors
Central	4/22	8 AM – 12 PM	Tomorrow is One Day for UK!
Central	4/22	11:00 PM	1st Gift of the Day Challenge!

On One Day for UK

Type	Dates	Time	Details
Central	4/23	5:00 AM	It's One Day for UK! 7 AM Power Hour Happening Soon - All Alumni + Past Donors, unit-specific dynamic content
Central	4/23	8:00 AM	Current BBNfluencer call to action/instructions
Central	4/23	1:00 PM	Challenges are still happening! All Alumni + Past Donors
Central	4/23	3:00 PM	Video call to action, potential celebrity signatory
Unit Window	4/23	5:00 PM onward	Open window for Units
Central	4/23	11:00 PM	Last Gift of the Day Reminder – sent to anyone who clicked this challenge in the 4/20 email or the 1:00 PM email

Days After

Type	Dates	Time	Details
Central	4/24	10:00 AM	Preliminary thank you message - All Alumni
Unit Window	4/24 thru 5/14	12:00 PM onward	Open for Unit-specific thank you
Central	Around 5/14	—	Final total email - 2026 Donors Only
Unit	Anytime after Central Total	—	Open for Unit-specific totals update

Additional Reporting Details

- **Note that the following are standard exclusions for all One Day for UK constituent reports:**
  - Principal prospects and their spouses
  - Presidential prospects and their spouses
  - Suspended
  - Deceased
  - Active Students
  - Do not email – UK Wide
  - Do not contact – UK Wide
  - Do not solicit – UK Wide
  - Giving Day email unsubscribes
  - Unit-level email unsubscribes for your unit
  - 2026 Calendar Year donors
- **One Day for UK email report requests will include the following outputs:**
  - 18 Character Contact ID
  - Preferred Email Address
  - First Name
  - Last Name
  - Informal Salutation