

One Day FOR UK

UNIT-SPECIFIC MAIL GUIDLINES



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:

- If you are planning a One Day for UK mailer, please first ensure that you have submitted the [Unit Specific Mail/Email Form](#). This will prompt Annual Giving to create a solicitation code for you so that any gifts made as a result of your mailer can be included in the day's total.
- If you have any questions about the selection criteria for the data request, please email Kirtland Roach at Kirtland.Roach@uky.edu for assistance.
 - a. 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 ¹all donors to your unit (or a specific fund) in the above indicated timeframe, or ²if you want only donors who have given to your unit (or a specific fund) during past years of One Day for UK.**

- b. Select "Mail Solicitation" next to the question "What is the data to be used for?"
 - c. Enter "One Day for UK" in the section "Other purpose:" at the end.
- 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 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.

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 (make sure to include several options in an ask array, as well as write in)
 - 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 provided by Annual Giving "onedayforuk.com/..." 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:

- The earliest your mailer should be given to the post office is March 20.
- If your mailer contains a reply card and envelope, you should plan on getting your mailer to a USPS office no later than March 26.
- 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 7.

HYPOTHETICAL UNIT MAIL TIMELINE:

This is based on Annual Giving's experience using a local vendor. For a March 26 mailing goal:

1. Determine the size of the mailer and contact the vendor for a quote – February 6
 - 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 13
 - a. This means you will receive your data by February 27
3. Submit data, text, and art to vendor – March 13
 - 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 26

****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, 2026: One Day for UK Solicitation Drop Date

- 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, 2026: One Day for UK "Save the Date" Postcard Drop Date

- 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? [Click here](#) to see the mailer and postcard sent by Central Philanthropy last year.

QUESTIONS? CONTACT US:

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

ADDITIONAL REPORTING DETAILS:

The following will be excluded from all One Day for UK mail reports. Note – if one member of a household has an exclusion, that exclusion will be applied to the entire household:

- Principal prospects
- Presidential prospects
- Suspended
- Deceased
- Active Students
- Do not mail – UK Wide
- Do not contact – UK Wide
- Do not solicit – UK Wide
- Unit-level mail unsubscribes for your unit
- 2026 Calendar Year donors
- FERPA and GDPR

Your report will include the following outputs:

- 18 Character Contact ID
- Millennium ID
- Spouse Name 1
- Spouse Name 2
- Mailing Address Line 1
- Mailing Address Line 2
- Mailing Address Line 3
- Mailing City
- Mailing State/Province
- Mailing Zip Code
- Mailing Country

Your report should be deduplicated by the Account 18 Character ID. Each household will have a single line on the report which will include the name of each spouse so you can ensure that a single piece of mail will be sent to each household.