



2026 UNIT TIMELINE

HARD DEADLINES:

February 6 – [Submit Fund Selection and Webpage Content Form](#)

- Notifies the Office of Philanthropy of a participating unit and their chosen fund(s).
- Allows the Office of Philanthropy time to begin updating and building pages.
- If you have multiple funds, you can use the form link above to submit the images and descriptions for your primary fund and your landing page. Annual Giving will reach out to you directly to request the webpage images and descriptions for any additional funds.

February 20 (*required for most units*) - [Submit Unit Specific Mail/Email Form](#)

- This form is required if your unit plans to send their own mailer or email, or if your unit plans to utilize social media as a means of fundraising.
- This form does not require dates or audiences – it only notifies Annual Giving to create tracked links and assist in reviewing your mail and email content.

March 13 (*optional*) – [Submit Matching Gift Form](#)

- Salesforce Opportunity must be created and Pledge Form must be submitted to UK Gift Receiving Office (unless the donor has already paid their pledge).
- Matching Gift terms must meet one of the following conditions:
 - **Dollar for dollar match** (ie donor will match every dollar given up to \$10,000)
 - **2:1 match** (ie donor will offer a 2 for 1 match on every dollar given up to \$10,000)
 - **Participation based match** (ie 300 donors unlocks a \$10,000 donor match)
 - **Donation based match** (ie 300 gifts unlocks a \$10,000 donor match)
- Scaled releases are not supported by the website, so **please avoid** matches that are structured this way (i.e. for every 10 donors, a matching gift of \$1,000 will be released)

March 27 (*required for day-of progress reports*) - [Submit Progress Report Request Form](#)

- This form must be completed by any individual in your unit who wants to receive donation progress reports throughout the day or immediately following One Day for UK.
- Any person completing this form should already have completed the PAE confidentiality agreement. Contact Emily Groves if you're unsure whether you have completed that form (it is customary during onboarding for all PAE staff).
- This form is only required if you would like to receive real-time progress reports throughout the day on One Day for UK. Final reports will still be provided in the weeks following to the philanthropy contact for each unit regardless of whether this form was completed.

COMPLETE UNIT TIMELINE BY MONTH:

JANUARY

Key Dates:

- January 15 – Q&A Session on Direct Mail

Important notes:

- Determine fund(s) for One Day for UK.
- Choose your photo(s) and write the fund description for your fundraising webpage(s), as well as the shorter description for your primary fund that will be included Central Philanthropy's emails.
- Begin working on a matching gift(s).
- Begin thinking about sending a mailer. This is optional. Mailer projects typically take 4-6 weeks to complete. Fulfilling data requests can take time, so it is prudent to go ahead and submit a report request as early as possible if you plan to do a mailer.

FEBRUARY

Key Dates:

- February 4 – Q&A on Email
- February 6 – [Fund Selection and Webpage Content Form](#) due
- February 11 – Q&A on Social Media
- February 18 – Q&A on BBNfluencers
- February 20 – [Unit Specific Mail/Email Form](#) due
- February 25 – Q&A on navigating onedayforuk.com

Important notes:

- Finalize text and photo for Gravyty site (due early in the month).
- Determine if your unit is going to send a mailer. If so, reach out to vendor for quote and production timeline.
- Submit data requests at least 15 business days before it's due to the printer, preferably 20 business days in advance to allow for edits if needed.
- Determine if your unit is going to send email(s). If your unit has the bandwidth, unit specific emails are highly recommended.
- Continue work on securing matching gift(s).
- Begin work on BBNfluencer recruitment plan.
- Begin working on social media plan.

MARCH

Key dates:

- March 4 – Q&A Session on Challenges and Gift Counting
- March 13 – [Matching Gift Form](#) due (if applicable)
- March 25 – Begin posting on social media
- March 27 – [Progress Report Request Form](#) Due (must be completed by any individual who wishes to receive donation progress reports on or directly after One Day for UK)
- March 30 – Units can begin to send unit-specific emails

Important notes:

- Ensure that all email and mail content has been sent to Annual Giving for review.
- Finalize mailer with print vendor. Mailers with reply cards should be given to the post office no earlier than March 20 and no later than March 26.
- Finalize email plans. Units can send up to two unit-specific emails between March 30 – April 10 and April 17-21. Emails to alumni must be sent through the UK Alumni Association – send your content and email dates to Emily Groves and Meredith Weber so we can begin building out the email in Marketing Cloud. All email requests must be submitted five days prior to the requested send date and include all necessary materials such as text, images, links and recipient data.
- Finalize social media plan.
- Begin recruiting BBNfluencers.
- Begin work on stewardship plans.
- Finalize matching gift details (due by 3/13).

APRIL

Key Dates:

- April 2 – Latest date to send solicitation mailer to the post office
- April 7 – Unit-specific email details sent to Meredith Weber and Emily Groves (this applies for email appeals that are going to be sent on One Day for UK, or Thank You emails to be sent the next day).
- April 7 – Last day to send unit postcards/Save the Date style mailers
- April 23 – One Day for UK

Important notes:

- Post on social media (this can begin as early as 3/25).
- Ensure mailer is sent.
- Send unit-specific day of (4/23) and next day Thank You (4/24) email details to Meredith Weber and Emily Groves.
- Unit mailers with reply cards should go no earlier than March 20 and no later than March 26.
- Unit postcards should go no earlier than March 20 and no later than April 7.
- Send emails.
- Think about challenges your unit might want to focus on.
- Finalize stewardship plans.

MAY

Key dates:

- May 7 – Our goal is to provide final reports to each unit by May 7. We will then announce the final total via email, social media, and press release.

Important notes:

- Thank you post on social media and/or send thank you email with your unit total