One Day FOR UK

UNIT-SPECIFIC MAIL GUIDLINES



STEP 1—DESIGN YOUR MAILER:

Each unit is responsible for writing and designing all components of their mailer. These components must include outer envelope, mail piece, reply envelope and reply card.

All mailers must contain the standard boilerplate language below:

> One Day for UK is the University of Kentucky's 24-hour online giving day. Every gift builds on a tradition spanning generations — creating opportunity today, building a stronger tomorrow and advancing Kentucky together. Visit **onedayforuk.uky.edu** to learn more.

STEP 2 —SUBMIT THE DIRECT MAIL SOLICITATION FORM:

Once you have your mailer design, complete the **Direct Mail Solicitation Form**. **This is due on or before Dec. 18, 2026.**

Note: *If you need a quote before designing your final draft, reach out to Kirtland Roach and Carson Sweeney by Dec. 4, 2026 so they can get more information from Southland.*

STEP 3 —STAY IN CONTACT

After receiving your form submission, we will review your content and let you know of any edits that might require an updated art file. Once a final design is approved, Annual Giving will handle communication with Southland to print your mailer and coordinate send dates. In general, we will aim to have mailers in inboxes between Feb. 1, 2027 – Feb. 12, 2027.

MAIL TIPS:

- Make sure you have a reply card and a reply envelope. We do not recommend using pre-paid business reply envelopes. We recommend live stamps and first-class postage.
- Need inspiration? **Click here** to see all mail designs from 2026.

QUESTIONS? CONTACT US:

- Kirtland Roach, Associate Director of Annual Giving (**Kirtland.Roach@uky.edu**)
- Carson Sweeney, Assistant Director of Annual Giving (**CarsonSweeney@uky.edu**)