

# 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):

**1 Data:** Submit a data request to UK Philanthropy Information Services using the online form at: [www.ukalumni.net/reportrequest](http://www.ukalumni.net/reportrequest)

Notes:

- Annual Giving will provide a solicitation code for all One Day for UK outreach to ensure your solicitation efforts are included in the giving total.
- All report requests for emails must include Salesforce Contact IDs. This information is required before building and sending an email.
- If you have any questions about the selection criteria or the request itself, please email Emily Groves ([emily.groves@uky.edu](mailto:emily.groves@uky.edu)) or Logan Smart ([logan.smart@uky.edu](mailto:logan.smart@uky.edu)) for assistance.
- Standard turnaround time for a report request is 10 business days.
- Report requests for emails to all degreed alumni from your unit are not required before submitting an email request.

**2 Text:** Make sure your text is completed and approved by Annual Giving.

Notes:

- Annual Giving will provide a hyperlink to your fund with UTM information.
- All emails must contain the standard boilerplate language below:

One Day for UK is the University of Kentucky's 24-hour online giving day, which invites all members of the UK family to support the colleges, programs or causes of their choice. Alumni, family, friends and fans come together each year to give back and celebrate the power of the Wildcat community.

Visit [www.onedayforuk.com](http://www.onedayforuk.com) to track our progress and to 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 Kel Hahn at [kelly.hahn@uky.edu](mailto:kelly.hahn@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 25 – April 5 and April 12 – 16 . These

email requests must be submitted to Kel Hahn at least 5 days prior to the requested send date.

- Central Philanthropy will be sending emails to each College's alumni constituency on April 18 at 1:00 PM. This will be based on a central template but contain unique content for each college.
  - **Each college has the option to design its own email and opt out of the centrally run 1:00 PM email. Contact Kel Hahn by April 5 with your decision to send your own or with any questions.**
- Units can send a thank you email and a final total email during the approved windows.
- Unit-specific emails are not required. All alumni will receive the emails outlined below:

Leading up to Day			
Type	Dates	Time	Details
Central	3/21	—	Save the Date - All Alumni + Past One Day for UK Donors
Unit Window	3/25 thru 4/5	—	Open window for Units
Central	3/28	—	3 weeks out - BBNfluencer Solicitation
Central	4/11	10:00 AM	1 week out - All Alumni + Past Donors
Unit Window	4/12 thru 4/16	—	Open window for Units
Central	4/16	12:00 PM	Challenge Kickoff - All Alumni + Past Donors
Central	4/17	11:30 PM	1st Gift of the Day Challenge - West Coast Alumni
Central	4/17	11:30 PM	1st Gift of the Day & 7am Power Hour -(East/Central/Mtn Timezones)

One Day for UK			
Type	Dates	Time	Details
Central	4/18	9:30 AM	It's One Day for UK! - All Alumni + Past Donors (except current BBNfluencers)
Central	4/18	9:30 AM	BBNfluencers
Central for Colleges	4/18	1:00 PM	*College-specific alumni audiences
Central	4/18	3:00 PM	Non-Alumni Past Donor audience
Unit Window	4/18	5:00 PM onward	Open window for Units

Days After			
Type	Dates	Time	Details
Central	4/19	10:00 AM	Preliminary thank you message - All Alumni
Unit Window	4/19 thru 4/26	12:00 PM onward	Open for Unit-specific thank you
Central	On or before 5/10	—	Final total update - 2024 Donors Only
Unit	Anytime after Central Total	—	Open for Unit-specific totals update

## Questions? Contact us:

- Andrew Palmer, Director of Annual Giving ([andrew.palmer@uky.edu](mailto:andrew.palmer@uky.edu))
- Emily Groves, Associate Director of Annual Giving ([emily.groves@uky.edu](mailto:emily.groves@uky.edu))
- Logan Smart, Senior Associate Director of Annual Giving ([logan.smart@uky.edu](mailto:logan.smart@uky.edu))
- Kirtland Roach, Assistant Director of Annual Giving ([kirtland.roach@uky.edu](mailto:kirtland.roach@uky.edu))
- Meredith Weber, Director of Philanthropy Communications ([meredith.weber@uky.edu](mailto:meredith.weber@uky.edu))
- Kel Hahn, Communications Manager ([kelly.hahn@uky.edu](mailto:kelly.hahn@uky.edu))