

One Day FOR UK

PHILANTHROPY TIMELINE

This is a preliminary timeline of Central Philanthropy's communication plan. Please note there will likely be continuous updates to digital communication cadence.

Date	Communications type	Description
1/20	Web	GiveCampus Page updated to include One Day for UK checkbox
2/1	Email	Save the Date – All Alumni + Past One for UK Donors
2/1	Social Media	Save the Date announcement
2/3	Mail	Annual Giving solicitation mailer goes to post office • Card in envelope, reply card listing all participating units • Past Donors of the last five years to UK, Current Donors who gave prior to 11/30/2026
2/10	Mail	Annual Giving Save the Date postcard goes to post office • Standard postcard, no reply card • Future and Lapsed Donors
2/11	Social Media	2 weeks out
2/15	Phonathon	Resume donor calling
2/18	Campus banners/signage	We plan to hang up large banners in various high-traffic areas of campus for maximum visibility
2/19	Email	Challenge Kickoff - All Alumni + Past Donors
2/19	Social Media	Facebook Likes Challenge
2/22	Digital Signage	Digital Signage on campus will go live
2/24	Social Media	Tomorrow!

2/24	Email	• One Day for UK is tomorrow! • First gift of the day challenge reminder
2/25	Press Release	Announcement to media outlets that One Day for UK is live!
2/25	Texting	One Day for UK is TODAY!
2/25	Email	• Dynamic unit-specific solicitation (5:30 a.m.) • UNIT WINDOW 1 (9 a.m. – 12 p.m.) for units with Matching Gifts • Challenge email (2 p.m.) • UNIT WINDOW 2 (4 p.m. – 7 p.m.) all remaining units • Final email (9 p.m.), sent to people who opened a previous email but have not made a gift
2/25	Social Media	• Today's the day (midnight) • 7 a.m. Power Hour happening now (story) • 7 a.m. Power Hour winner • Social media challenges (story) • 12 p.m. Power Hour happening now (story) • 12 p.m. Power Hour winner • 8 p.m. Power Hour happening now (story) • Facebook Likes winner • 8 p.m. Power Hour winner • Last gift of the day reminder (11 p.m.) • That's a wrap (12 a.m.)
2/26	Social Media	Thank you/Click here to see the challenge winners!
2/26	Email	Day-After Thank You
3/18	Email	Our goal is to send a Final Total Thank You email on or before this date
3/18	Final total press release	Shortly after final total has been calculated