

IMPORTANT NOTES FOR ONE DAY FOR UK 2027

Gift Counting

- Once again, our focus this year is to maximize the number of donors who participate in One Day for UK. Only donor gifts made on One Day for UK or made with a One Day for UK solicitation code will be counted. **Pledge payments and corporate gifts will not be counted, (unless otherwise approved by Annual Giving for the purpose of a Matching Gift).**
- Counting for One Day for UK will begin once the checkbox on the UK GiveCampus site (give.uky.edu) goes live on 01/20/27.
 - Web and mail gift counting will end on 03/01/27.
 - Payroll deduction gifts made in January and February will count toward the total.
- Our goal is to share the final donor and dollar counts for each unit by 03/11/27.
- Certain conditions must be met in order for a gift to count toward leaderboard totals. Be sure to visit the Challenges Guide in the [Toolkit](#) for more information about leaderboard tallies.

Required Participation Form

12/11/26 – Submit [One Day for UK Participation 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 webpages.
- Provides notice of your planned communications so we can create the necessary solicitation codes and follow up with you to execute planned mail, email and stewardship campaigns.

Other Form Deadlines

- **12/18/26** – [Direct Mail Solicitation Form](#), required for any unit planning a mailer.
- **01/15/27** – [Matching Gift Form](#), required for any unit with a matching gift.
- **01/19/27** – [Stewardship Form](#), **required** (all units should plan some form of stewardship)
- **01/29/27** – [Unit Email Form](#), required for any unit planning an email.

Additional Resources

In addition to the variety of categorized resources in the One Day for UK Toolkit, there will be six Q&A Zoom calls to discuss the following topics:

- Mail (11/03/26)
- Email (11/11/26)
- BBNfluencers & Celebrity Signatories (01/06/27)
- Stewardship (01/12/27)
- Navigating the One Day for UK site (01/22/27)
- Donor Reports, Challenges and Gift Counting (01/28/27)