

One Day FOR UK

Stewardship Guidelines



THE IMPORTANCE OF UNIT STEWARDSHIP

Central Philanthropy sends written thank-you notes to Fund for UK donors, first-time donors to UK and donors who give to funds managed by Central Philanthropy. However, this represents only a small portion of One Day for UK donors.

For most One Day for UK donors, a personalized thank-you from the group they chose to support is an important part of the donor experience. A timely, meaningful acknowledgment shows donors that their generosity is seen, appreciated and making a difference. These personal touches are essential to strengthening the university's relationship with donors and encouraging their continued engagement and support.

UNIT STEWARDSHIP EXPECTATIONS

- Every group should plan stewardship of some kind. Even if you have budgetary restrictions, sending a thank you email or making a phonecall is always free!
- Draft your messaging and design your materials **early**. All thank you messages should specifically mention "One Day for UK" and your group's name.
 - All units should complete the [Stewardship Form](#) by **Jan. 19, 2027**. *Note: Newly printed thank you materials must be reviewed and approved by the Central Philanthropy Communications team, so you will be required to upload those materials when completing this form.*
 - For those planning a stewardship email, the [Unit Email Form](#) must be completed by **Jan. 29, 2027**. That form will require you to upload the copy and images for your final total thank you email.
- Wait for final reports before taking action.
 - One Day for UK stewardship should not be initiated until final reports have been provided by Annual Giving. There will be a column included in those reports to indicate whether a person should be removed from stewardship outreach for any reason. There will also be a column to flag "VIP" donors who might need a more personal touch because of their giving level and/or title and relationship to the university (for example, a dean might need to be taken out of a mass email and instead contacted directly to express your thanks).
 - Annual Giving will aim to provide final unit donor reports by Mar. 11, 2027. Stewardship should ideally be carried out 2-4 weeks following the conclusion of One Day for UK.
 - If your group is planning a stewardship email, Central Philanthropy will work with you to ensure your email send date does not conflict with other Marketing Cloud sends or university-wide events. We will notify you of the send date once it has been scheduled.

TIPS AND RECOMMENDATIONS

- If your unit typically has a small number of donors, we'd advise a handwritten thank you note. If your small program does not have a mail budget, Annual Giving can assist with stewardship.
- ThankView is a great tool that allows you to send a video Thank You message to donors after One Day for UK. If you'd like to plan a ThankView email, reach out to Megan Armstrong (Megan.Armstrong@uky.edu) for more information. Units are responsible for providing all video and graphic elements needed for a ThankView campaign.
- When crafting your message....
 - Make sure your unit name/branding and the One Day for UK name/branding is represented on the piece.
 - Don't put a gift amount in a thank you.
 - Don't use the term "money" when speaking with donors. Use the terms "support", "donation" or "gift" instead.
 - Prepare sentences that highlight the success of the day (even if your unit can't give specifics).
 - Use donor-centered phrases such as:
 - "You have supported funds such as..."
 - "You have made possible..."
 - "This will positively impact...by..."

QUESTIONS?

We're here to help! Reach out to Sarah Fitzgerald (sarah.fitzgerald@uky.edu) if you are new to One Day for UK stewardship or need assistance carrying out your unit's stewardship plan.