



One Day FOR UK

UNIT-SPECIFIC EMAIL GUIDELINES

Email is an important piece of each unit's Giving Day communications plan, and Annual Giving will assist in sending out unit emails promoting One Day for UK.

Annual Giving is partnered with the UK Alumni Association to send out emails using Marketing Cloud. You will need to take the following steps to complete your email request(s):

1 PLAN YOUR EMAIL CADENCE

Each unit can send a maximum of 3 unit-specific emails during One Day for UK:

1. **Lead-up email:** All units can send one save the date email before the event. The save the date window is from Feb. 3 – Feb. 18, 2027 (weekdays only)
2. **Day-of email:** All units can send a unit-specific email on One Day for UK (Feb. 25, 2027). Units who have a matching gift will have their email sent in the first window (9 a.m. – 12 p.m.) and all other units will have their email sent in the second window (4 p.m. – 7 p.m).
3. **Final Total Thank You:** All units can plan a thank you email to their One Day for UK donors. This will be sent several weeks later once gift processing has been completed, allowing units to narrow their audience down to One Day for UK 2027 donors. It is best practice to draft that email in advance so you can quickly plug your final total numbers and proceed with scheduling the email rather than starting from scratch.

Decide which of the above emails you plan to send. If you are planning more than 1 email, ensure that your second email doesn't simply feel like a copy/paste of content that the recipient has already seen.

2 DESIGN YOUR EMAIL(S)

Each unit is responsible for writing and designing all components of their email. These components must include:

- Subject Line (72 character limit)
- Preview Text
- Banner Image (or GIF). Suggested image size is 600 pixels wide. Files must be less than 5 MB.
- Text/copy (culminating in a call-to-action and clickable button) provided in a word document
- Tracked URL to fundraising page (provided by Emily Groves)

All solicitation emails must include the following boilerplate in a blue footer at the bottom:

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.

3

SUBMIT THE UNIT EMAIL FORM:

Once you have drafted and designed your emails, complete the [Unit Email Form](#).

This is due for all email content (including stewardship) on or before Jan. 29, 2027. Please note that we still require the standard 5 business days notice to turn around requests, so we would need an earlier submission time for those aiming to send a save the date in the first week of February.

4

REVIEW/APPROVE MODIFICATIONS

After receiving your form submission, Annual Giving and Philanthropy Communications will review your content and send back any necessary edits for your approval. Once we receive your approval for those edits, a proof will be built in Marketing Cloud and forwarded to you for your final approval prior to scheduling the email send.

Need some inspiration?

[Click here](#) to check out the emails that Central Philanthropy and individual units sent to alumni and donors last year.

Questions? Contact us:

- Emily Groves, Associate Director of Annual Giving (emily.groves@uky.edu)
- Megan Armstrong, Assistant Director of Marketing and Communications (megan.armstrong@uky.edu)