



HARD DEADLINES:

December 11 (*required for all units*) – [Submit One Day for UK Participation Form](#)

- Notifies the Office of Philanthropy of a participating unit and their chosen fund(s).
- Includes all web content for your fundraising webpages (images, descriptions, etc.)
- 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.

December 18 (*required for units doing a mailer*) – [Submit Direct Mail Form](#)

- This form is required if your unit plans to send their own mailer.
- The form requires you to upload your mail design, including outer envelope, mail piece, reply envelope and reply card. It also asks you to define the audience who should receive the mailer, and a rough estimate of the number of pieces you are aiming to send.

January 15 (*optional*) – [Submit Matching Gift Form](#)

- Salesforce Opportunity must be created and Pledge Form must be submitted to UK Gift Receiving Office (unless the donor has already paid their pledge).
- More information about Matching Gifts can be found in the One Day for UK Toolkit.

January 19 (*required for all units*) – [Submit Stewardship Form](#)

- Advises the Office of Philanthropy of each unit's post-event stewardship plan.
- Requests copy of design for mail stewardship

January 29 (*required for units doing an email*) - [Submit Unit Email Form](#)

- Each unit planning an email must indicate their target email dates and provide email copy (including text, links and graphics) when they complete this form.
- Emails will be sent on behalf of each unit via the Alumni Association Marketing Cloud account.

COMPLETE UNIT TIMELINE BY MONTH:

NOVEMBER

Key Dates:

- November 3 – Q&A Session on Direct Mail
- November 11 – Q&A Session on Email

Important notes:

- Determine your fund(s) for One Day for UK. **Each unit's primary fund must be an existing gift account by the One Day for UK Participation Form submission deadline on December 11.** Units who want to promote a new fund that has not been set up by December 11 must submit an alternative fund in the meantime.
 - Choose your photo(s), write the fund description for each fund webpage and prepare the shorter description for your primary fund (to be included in Central Philanthropy's emails).
 - Begin working on a matching gift(s).
 - Determine your communications plan (mail, email, social media and stewardship).
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DECEMBER

Key Dates:

- December 11 – [One Day for UK Participation Form](#) due
- December 18 – [Direct Mail Solicitation Form](#) due

Important notes:

- Finalize text and photos for One Day for UK site (due early in the month).
 - Design your mailer (if applicable). Submissions due by December 18.
 - Continue work on securing matching gift(s).
 - Begin work on BBNfluencer recruitment plan.
 - Begin thinking about social media plan.
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JANUARY

Key dates:

- January 6 – Q&A on BBNfluencers & Celebrity Signatories
- January 12 – Q&A on Stewardship
- January 15 – [Matching Gift Form](#) due
- January 19 – [Stewardship Form](#) due
- January 22 – Q&A on Navigating the One Day for UK site
- January 28 – Q&A on Donor Reports, Challenges and Gift Counting
- January 29 – [Unit Email Form](#) due

Important notes:

- Think about challenges your unit might want to focus on and work that messaging into your communications plans.
 - Design email solicitations (including all copy and design). Each unit can send 1 save the date email, 1 day-of email and 1 final total thank you email.
 - Continue to work on social media plan (including designs). Posts can begin as early as February 1.
 - Finalize matching gifts (due by January 15).
 - Finalize stewardship plans.
 - Begin recruiting BBNfluencers.
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FEBRUARY***Key Dates:***

- February 1 – Begin posting on social media
- February 3 through February 18 – Unit save the date email window (weekdays only)
- February 22 – Founder's Day (colleges will be engaging students at tabling earlier in the week)
- February 25 – One Day for UK

Important notes:

- Post on social media.
 - Communicate with Annual Giving to ensure mailers and emails are sent on time. Each unit will need to review and approve drafts and changes for these communications.
 - Communicate with BBNfluencers to keep them engaged and ensure that they know how to support your group.
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MARCH***Key dates:***

- March 11 – Our goal is to provide final reports to each unit by March 11. We will then announce the final total via email, social media and press release.

Important notes:

- Each unit should have some kind of planned stewardship, which should ideally be carried out 2-4 weeks following the conclusion of One Day for UK.
- Once final reports are available, units should execute their stewardship plans immediately to ensure that our donors receive timely acknowledgements.