



UW GIVING DAY

OVERALL COMMUNICATIONS SCHEDULE

PRINT SCHEDULE

- September 25 Self Mailer with Air Fresheners**
Audience: 2022 Giving Day Donors
- September 25 Save the Date Postcard**
Audience: All Giving Day Donors
Excluding 2022 Giving Day Donors

EMAIL SCHEDULE

- October 4 Countdown to Giving Day**
Audience: All Past Donors
- October 4 Save the Date Email**
Audience: Faculty and Staff
- October 11 Save the Date Video**
Audience: All Past Donors
- October 18 Matches/Challenges Email**
Audience: All Past Donors
- October 25 4:00 AM: Reminder Email - Today is the Day**
Audience: All Past Giving Day Donors
- 12:00 PM: Giving Day Starts Now [VIDEO]**
Audience: All Emails in System
- 12:00 PM: Matches/Challenges**
Audience: Faculty and Staff
- 6:00 PM: Countdown and Midnight Match [VIDEO]**
Audience: All Past Giving Day Donors
- October 26 10:00 AM: Final Push**
Audience: All Emails in System
- 1:00 PM: Thank You Including Metrics**
Audience: 2023 Giving Day Donors

SOCIAL MEDIA SCHEDULE

- October 1 Event on Facebook**
- October 15-25 Countdown (10 days)**
- October 25-26 Posts Throughout the Day**
- October 26 Video of Clancee Rea Thanking Donors**