



## UW GIVING DAY 2024

# OVERALL COMMUNICATIONS SCHEDULE

## PRINT SCHEDULE

- September 23 Self Mailer with Gift *Audience: 2023 Giving Day Donors*  
September 23 Save the Date Postcard *Audience: All Giving Day Donors from FY20-FY23*  
September 23 Giving Day Postcard *Audience: Donors from FY19-FY24, but not given on Giving Day*

## EMAIL SCHEDULE

- October 2 Countdown to Giving Day *Audience: All Past Donors*  
October 2 Save the Date Email *Audience: Faculty and Staff*  
October 9 Save the Date Video *Audience: All Past Donors*  
October 16 Matches/Challenges Email *Audience: All Past Donors*  
October 18 Big Picture Email *Audience: All UW Campus*  
October 23 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*  
3:00-6:00 PM: Announce Additional Matches/Challenges  
*Audience: All Past Giving Day Donors*  
October 24 7:30 AM: Announce Additional Matches/Challenges  
*Audience: All Past Giving Day Donors*  
10:00 AM: Final Push *Audience: All Emails in System*  
12:00 PM: Announce Overtime *Audience: 2023 Giving Day Donors*  
TBD: Thank You Including Metrics *Audience: 2024 Giving Day Donors*

## SOCIAL MEDIA SCHEDULE

- August 27 Event on UW Facebook  
October 2 Social Media Advertising Begins  
October 13-22 Countdown (10 days)  
October 23-24 Posts Throughout the Day  
October 24 Video of Clancee Rea Thanking Donors

## PRESS RELEASE SCHEDULE

- October 16 Press Advisory  
October 21 Press Release Announcing Giving Day  
October 31 Press Release Announcing Final Numbers