Promotion Calendar

Week of April 1 (6 weeks out):

- Think about if your unit will be hosting an in-person event. Notify Ann Fisher at a2fisher@ucsd.edu by April 26 to discuss plans and receive gift envelopes and the gift recording template.

Week of April 8 (5 weeks out):

- Start thinking of who you would like to recruit as your ambassadors. View the Ambassador’s Guide section of the toolkit for tips on what makes a good ambassador.
- Review all elements in the toolkit and suggested promotion plan below. Integrate the promotion tasks into your team’s to do list and assign responsibilities. Contact annual giving with any questions.
- Begin developing your project’s giving page information and be ready to submit any final changes by April 16.

Week of April 15 (4 weeks out):

- Reach out to your list of potential ambassadors asking them to sign up. Direct individuals to the u.give Be an Ambassador page for more details.
- Announce your participation in u.give on social media. Utilize the social media images provided in the toolkit.
- Start mentioning u.give to your audiences via web and social. Use the u.give social media guidelines and social media FAQ sections of the toolkit to craft your outreach language and educate people on u.give. Focus on sharing stories related to your project, or to the
giving day as a whole. Send the content you are sharing to your ambassadors so they can also share it with their networks.

- Update your email header with the u.give logo.
- Begin considering your peer-to-peer outreach strategy and timeline for u.give.
- Begin considering the stewardship email your unit will be sending after u.give. Review and customize the template language in the Email Guidelines and Samples section of the toolkit and add a personal note of thanks.
- All match and challenge opportunities should be submitted to Ann Fisher at a2fisher@ucsd.edu by April 26.
- All campus partners should also submit 1-3 priorities for giving (please include name and fund number) by April 26.
- Inform appropriate stakeholders of your participation in u.give.

**Week of April 22 (3 weeks out):**

- Provide your faculty and staff with sample emails and key messages to use when contacting their networks.
- Submit your stewardship email for review using your project lead’s log in information on the u.give website. Gain approval of content from internal stakeholders.

**Week of April 29 (2 weeks out):**

- Campus partners should have all necessary approvals for email and social media content by this time.

**Week of May 6 (week before!):**

- Watch for the #ugive promotional video #1 to share and/or crosspost (coming soon!).
- Continue your own social media and personal outreach. Review sample social media posts provided in the toolkit.
- If you are tabling, make sure you receive your u.give swag before the end of the day.
- Check in with your ambassadors to make sure that they are ready to go. (P.S. it’s not too late to recruit new ambassadors for your cause!).
- Add the u.give PowerPoint slide to your TV monitors in your area if available.

**May 13 (3 days before):**
- Update your social media profiles with **u.give images, logos, or Facebook frame**.
- Post to social media using **images** provided in the toolkit.
- Share and cross post u.give promotional video #2.

**May 16-17 u.give:**

- Add a giving day button on your unit’s main page that directs people to your project page.
- Post to social media using **u.give images** provided in the toolkit.
- Send an email to your ambassadors about posting to their social networks. Add links to posts you want them to share.
- Share and cross post day of video.

**Email:**

- Send an email to your ambassadors announcing the start of u.give!
- Send **emails** to your network reminding them to give and share.

**Social Media:**

- Post one post to Facebook, pin to the top of your page.
- Post to Twitter as often as possible.
- Post one or two posts on Instagram, add to your story as often as possible.
- Post to social media throughout the day to update on challenges and any match funds.

**In Person:**

- Join us at any (or all) of the on-campus events throughout the two days.
- If you are tabling, set up early and keep energy high!

**May 17 (after 2:00 PM) and beyond:**

- Send thank you messages out on social media.
- Share thank you video created by UC San Diego annual giving. (available May 20 @ucsandiegogiving)
- Send personalized thank you messages to match donors and project ambassadors.