PROMOTION CALENDAR

Week of May 4 (1 week out)

- Review all elements in the **tool kit** 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.
- Update your email footer with the **u.care logo**.
- Begin considering your peer-to-peer outreach strategy and timeline for u.care.
- Begin considering the stewardship email your unit will be sending after u.care. Review and customize the template language in the **Email Guidelines and Samples** section of the tool kit and add a personal note of thanks.

May 13 (3 days before)

- Update your social media profiles with **u.care images and logos**.
- Post to social media using **images** provided in the tool kit.

May 14 – 15 (u.care)

- Add a giving day button on your unit’s main page that directs people to your project page.
- Post to social media using **u.care images** provided in the tool kit.
- 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 u.care video.

Email

- Send an email to your ambassadors announcing the start of u.care.
- 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 progress.

May 15 (after 2:00 p.m.) and beyond

- Send thank-you messages out on social media.
- Share thank-you video created by UC San Diego Annual Giving.
- Send personalized thank-you messages to match donors and project ambassadors.