EMAIL CONTENT GUIDELINES

Who to target?

The backbone of email strategy for UC San Diego’s second annual giving day, which in light of the pandemic has transitioned to UC San Diego’s Day of Caring called u.care, is peer-to-peer outreach. Start with who you know — friends, family, mentors — those who may be personally invested in your success. Then, expand your thinking to those within your personal network — colleagues, like-minded peers, or those who may have a passion for your project.

When to send?

Early and often

Let people know that you’re participating in u.care and — most importantly — what’s motivating you to do so. Provide clear ways for your audience to participate, and let them know how they can amplify your message on their social media pages.

We recommend sending the following messages:

1. At least one message the week before launch
2. A message announcing that u.care has begun
3. Two messages during the day of u.care
4. A stewardship email after u.care ends

Draft messages and content will be provided for u.care ambassadors

Whenever you hit a milestone during u.care.

Translate the momentum and excitement of your campaign into additional email and social media opportunities to engage those who have yet to participate. When your audience sees other people contributing to your success, they may be encouraged to support themselves.
Time-sensitive reminder(s).

Spur your audience to action by encouraging them to participate by a certain deadline, during a challenge, or a specific timeframe. Framing the email as urgent could provide a much-needed boost to convert those on the fence, or to convince those leading a busy life to support at that exact moment.

After u.care concludes.

Thank your supporters for helping you reach your goal — and, if appropriate, let them know how they can stay involved.

Email Language/Layout Tips

Construct your email language appropriately for the person and audience.

The way you speak to your family and friends may be different than how you connect with colleagues and like-minded peers.

Write like you speak. Your speaking voice is more likely to connect with a potential donor than overly formal language, so don’t overthink it.

Make it personal and urgent.

Appeal to human interest. Why is u.care important to you? Why is it important that your cause receives these funds — what good will your cause do with the donation? Why is it important that we share to the world that UC San Diego cares and that we are checking in on one another through videos, phone calls, and outreach?

Keep it as tight as possible.

Keep exclamation points to a minimum.

Use a PS to highlight an aspect of your ask.

Example: Sharing on social.

Example: Re-highlighting your call to give.

Focus on the second-person voice: With your help... You can... What you do...

Use easy to read fonts.
Email Samples

Pre-Day of Caring

Dear [recipient's preferred name],

I just wanted to share this great news! [Insert a relevant or personal message].

UC San Diego is preparing to launch its Day of Caring campaign, called u.care. This exciting event begins May 14, 2020 at 6 a.m. and continues for 32 hours – 1960 minutes in honor of our founding year.

Why take part? Because in times of crisis it is important to show you care! I will be supporting our community by showcasing all the ways we give back at UC San Diego. [Explain why you’re supporting this project. Why is it personally meaningful to you? What impact does it have on you, those around you, students, communities, etc.?]

I hope I can count on you as the entire UC San Diego community unites to show we are changemakers for the greater good by making a video to show you care with the hashtag #UCSDCares, connecting with a fellow alumnus on Tritons Connect or supporting Tritons however you can.

One day can change everything, and together we can make u.care a day the campus will never forget!

Best,

[Your name]

PS I’ll be using my social media to help promote our project and to help build momentum for u.care. Please share by using hashtag #UCSDCares on your social media too. If you do, I hope you’ll tag me so that I can respond to your posts. Facebook: @YOUR NAME; Twitter: @YourHandle, Instagram: @YourHandle.

Giving Day Announcement

Dear [recipient’s preferred name],

Today is the big day: UC San Diego's Day of Caring, u.care is on! We have one day to change everything. What you choose to do in the next minute can be a part of something extraordinary.

As I previously shared, during u.care I’ll be showcasing the ways UC San Diego cares for one another. I hope you’ll join me in this great cause.

To take part, simply make a video sharing the ways you care about your community and post it to your social media accounts with the hashtag #UCSDCares. If you are able, you can also donate at ucare.ucsd.edu.

Please help me today to make a difference.

Best,

[Your name]

PS If you share on your social media please use the hashtag #UCSDCares and tag me so that I can respond. Facebook: @YOUR NAME; Twitter: @YourHandle, Instagram: @YourHandle.
Update Email (We recommend 2-3 of these)

Dear [recipient’s preferred name],

If you’ve already supported u.care thank you, and thank you for sharing on social media! I’m excited to let you know that several of my friends have supported u.care so far! There are [number] hours left in UC San Diego’s Day of Caring and I’d like to see more Tritons join in. Can I count on you to support?

Every opportunity to support, be it a post, call, text, or a gift, matters! I can’t say that enough.

Please let me know if you have any questions.

Best,

[Your name]

PS Thank you in advance for your support. Please share our success on your social media too! Use the hashtag #UCSDCares and tag me so that I can respond. Facebook: @YOUR NAME; Twitter: @YourHandle, Instagram: @YourHandle.

Last Call Email (To be sent Friday by X time)

Dear [recipient’s preferred name],

There are only [number] hours left during UC San Diego’s Day of Caring, u.care. Please consider showing your support to help us finish u.care strong. One day can change everything and with your help, we will make a difference.

You can easily take part. Visit ucare.ucsd.edu or help by sharing our website on your social media accounts using the hashtag #UCSDCares to help me reach more people. Lastly, I hope you’ll tag me so that I can respond to your posts. Facebook: @YOUR NAME; Twitter: @YourHandle; and Instagram: @YourHandle.

Thank you for supporting a great cause and a great university.

Best,

[Your name]

PS If you already supported #UCSDCares, I can’t thank you enough. If you have not had an opportunity to support this project yet, please join me by May 15 at 2 p.m. to help our project succeed.

Wrap-up Thank You Email (To be sent within 24 hours of u.care ending, but preferably by the end of the day)

[The university will send a thank you to all participants, but it never hurts for your key supporters to hear a final thanks directly from you.]

Dear [recipient’s preferred name],
We did it! We had an amazing response thanks to many of you! [Insert a relevant or personal anecdote.] UC San Diego’s Day of Caring, u.care, received enthusiastic support from around the world. And we attracted $XX from XX spirited Tritons and Triton-supporters along with #,### alumni posting videos and reaching out to alumni all across the world.

Thank you for supporting me during u.care by reading my emails, asking me questions, sharing on social media, and contributing to a great cause.

We couldn’t do it without you!

Thank you again,

[Your name]