

Giving Day 2014 Marketing Plan

- Secure Game Changers by end of September
- Late September/early October
 - Send email to volunteers explaining Giving Day
 - Volunteers are: Class Agents (Ben/Jenny/Kari), Viking Gift Committee (Kari), LUAA Board/Development Committee (Jenny), Trustees (Stacy), Reunion Committees (Reunion Managers), Game Changers (Jenny)
 - Offer conference calls for class agents regarding the change in their regular schedule
- October 12
 - Postcard with magnet is sent to all alumni, all current parents, and former parents who have given in the past 3 years; postcards will also be distributed on campus for faculty, staff and the senior class
 - Website live
- Late October
 - Social media toolkit email will be sent to volunteers and class lists to class agents
- November 1-12 social media posts building excitement and anticipation
 - Mix of posts on Lawrence Facebook, Lawrence Fund Facebook, LUAA Facebook, and Lawrence Twitter accounts
- November 5
 - Email sent for a 1 week out reminder of Giving Day
- November 10
 - Email with video teaser sent
- November 12 morning (Day Of!)
 - Email to kick off Giving Day
- November 12 late afternoon
 - Update. Separate updates for Game Changers and Volunteers
 - Another sent at 8:00 pm to continue to spread the word to Game Changers and Volunteers
- November 13
 - Thank you/Update sent to Game Changers, Volunteers, other Donors with initial results
- November 18
 - Thank You email if final results are much different from Thursday's email