

ETSU DAY OF GIVING - COMMUNICATIONS SCHEDULE

SOCIAL MEDIA SCHEDULE				
#	Date	Time	Topic(s)	Platform
SM1	3/19/2022	11:00 AM	Look out for #FlatBucky in your mail! DoG 1 month away!	FB, IG, TW
SM2	4/5/2022	8:30 AM	Event post (boosted \$50) two weeks away!	FB
SM3	4/11/2022	11:00 AM	Scavenger Hunt Contest Info (boosted \$100)	FB, IG
SM4	4/12/2022	6:00 PM	Video Shared \$50	FB, IG, TW?
SM5	4/15/2022	2:00 PM	#4 Easy Way	FB, IG, TW
SM6	4/16/2022	2:00 PM	#3 Easy Way	FB, IG, TW
SM7	4/17/2022	2:00 PM	#2 Easy Way	FB, IG, TW
SM8	4/18/2022	2:00 PM	#1 Easy Way	FB, IG, TW
SM9	4/19/2022	9:00 AM	Starts Now! Scavenger hunt reminder	FB, IG, TW
SM10	4/19/2022	10:30 AM	Crossword Puzzles	FB, IG, TW
SM11	4/19/2022	12:00 PM	Scavenger Hunt Winner #1	FB, IG, TW
SM12	4/19/2022	2:00 PM	Scavenger Hunt Winner #2	FB, IG, TW
SM13	4/19/2022	4:00 PM	Scavenger Hunt Winner #3	FB, IG, TW
SM14	4/19/2022	6:00 PM	Thanks for playing (+ honorable mentions)	FB, IG, TW
SM15	4/20/2022	7:00 AM	There's still time!	FB, IG, TW
SM16	4/20/2022	3:30 PM	Thank You + video	FB, IG, TW

E-MAIL SCHEDULE							
#	Date	Time	Main Topic	Unit 1	Unit 2	Unit 3	Notes
EM1	4/4/2022	~11am	Day of Giving	Portal & Leaderboard	FlatBucky & Page	Matches/Challenges	
EM2	4/12/2022	~6pm	Video Release, include students				1 Week Away
EM3	4/18/2022	~6pm	4 Easy Ways				Tomorrow
EM4	4/19/2022	8am	It's Here - Scav Hunt + students				Today
EM5	4/20/2022	8am	Not Too Late/Updates/Winners				Last Chance
EM6	4/20/2022	~3pm	Thank You (Video?)	Results	Thank You Graphics	Wallpapers	

DIRECT MAIL SCHEDULE				
#	Drop Date	Qty	Audience	Notes
DM1	3/15/2022	11,000	Donors of the past X years	Postcard, Magnets, & AS
DM2	4/1/2022	67,000	Nondonors	Postcard & small magnet
DM3	4/8/2022	~1154	DoG All-Stars (prev donors)	Ltr/reply
DM4	4/8/2022	~651	Gold Cord Circle	Ltr/reply; Cord Donors
DM5	4/8/2022	~829	President's Circle	Ltr/reply
DM6	4/8/2022	~2298	Faculty, Staff, & Retirees	Ltr/reply
DM7	4/8/2022	TBD	New Employees	Ltr/reply
DM8	4/8/2022	~7633	Donors not already addressed	Ltr/reply
DM9	4/21/2022	~1,000	2022 DoG Donors	A6 Card

WEEKLY UPDATE - FACULTY/STAFF	
Topic	Date
Introduction	3/21/2022
Reminder - Scav Hunt	4/4/2022
It's Tomorrow!	4/18/2022
Thank You; Results	4/25/2021

TV/RADIO SPOTS	
WCYB (30-seconds)	4/4-4/20
WJHL (30-seconds)	4/4/-4/20
WETS Underwriting	4/4-4/19

Martin Center
Library
Gatton
AROTC

Clemmer
WETS-FM
Alumni

HOMEPAGE SPOTLIGHT
Maylan Hutchins, 4/14-4/28

ETSU NEWS FEATURE
UMC to Publish on 4/15/22

E-BILLBOARDS & MONITORS	
10 Sites in JC & Kport	4/18-4/19
Multiple campus loc	4/11-4/19