

# ETSU DAY OF GIVING - COMMUNICATIONS SCHEDULE

SOCIAL MEDIA SCHEDULE							
#	Date	Time	Topic(s)	Platform			
SM1	3/20/2023	11:00 AM	Look out for #FlatBucky in your mail! DoG 1 month away!	FB, IG			
SM2	4/4/2023	8:30 AM	Event post (boosted \$50) two weeks away!	FB			
SM3	4/7/2023	11:00 AM	Scavenger Hunt Contest Info (boosted \$100)	FB, IG			
SM4	4/10/2023	11:00 AM	Tik Tok Dance Challenge Post	FB, IG, TOK			
SM5	4/11/2023	6:00 PM	Official DoG Video Shared (boosted \$50)	FB, IG			
SM6	4/14/2023	2:00 PM	#4 Easy Way	FB, IG			
SM7	4/15/2023	2:00 PM	#3 Easy Way	FB, IG			
SM8	4/16/2023	2:00 PM	#2 Easy Way	FB, IG			
SM9	4/17/2023	2:00 PM	#1 Easy Way	FB, IG			
SM10	4/18/2023	9:00 AM	Starts Now! Scavenger hunt reminder	FB, IG			
SM11	4/18/2023	10:30 AM	Dance Challenge Winner	FB, IG			
SM12	4/18/2023	12:00 PM	Scavenger Hunt Winner #1	FB, IG			
SM13	4/18/2023	2:00 PM	Scavenger Hunt Winner #2	FB, IG			
SM14	4/18/2023	4:00 PM	Scavenger Hunt Winner #3	FB, IG			
SM15	4/18/2023	6:00 PM	Thanks for playing (+ honorable mentions)	FB, IG			
SM16	4/19/2023	7:00 AM	There's still time!	FB, IG			
E-MAIL SCHEDULE							
#	Date	Time	Main Topic	Unit 1	Unit 2	Unit 3	Unit 4
EM1	4/4/2023	2pm	Day of Giving	DoG	FlatBucky & Page		
EM2	4/11/2023	4pm	Video Release				
EM2.1	4/11/2023	10am	Students; Video Release				
EM3	4/17/2023	2pm	It's Tomorrow!				
EM3.1	4/17/2023	2pm	Students (from VP)	N/A	N/A	N/A	N/A
EM3.2	4/17/2023	2pm	Fac/Staff (from VP)	N/A	N/A	N/A	N/A
EM4	4/18/2023	8am	It's Here - Scav Hunt + students				
EM5	4/18/2023	8am	Not Too Late/Updates/Winners				
EM6	4/19/2023	~3pm	Thank You (Video/Pic)	Results	Thank You Graphics	Wallpapers	
DIRECT MAIL SCHEDULE							
#	Drop Date	Qty	Audience	Notes			
DM1	3/10/2023	11,000	Donors of the past X years	Postcard/Stickers			
DM2	3/30/2023	67,000	Nondonors	Postcard/Magnet			
DM3	4/3/2023	~1,525	Library Friends	Ltr/reply			
DM4	4/3/2023	~900	Pharmacy Alumni	Ltr/reply			
DM5	4/3/2023	~3,100	Graduate & Continuing Studies	Ltr/Reply			
DM6	4/3/2023	~1,100	Class of 1973	Ltr/reply			
DM7	4/3/2023	~4,000	Athletics "Alumni"	Ltr/Reply			
DM8	4/12/2023	~1154	DoG All-Stars (prev donors)	Ltr/reply			
DM9	4/12/2023	~651	Gold Cord Circle	Ltr/reply			
DM10	4/12/2023	~829	President's Circle	Ltr/reply			
DM11	4/12/2023	~2298	Faculty, Staff, & Retirees	Ltr/reply			
DM12	4/12/2023	TBD	New Employees	Ltr/reply			
DM13	4/12/2023	~1,500	Donors not already addressed	Ltr/reply			
DM14	4/25/2023	~1,000	2023 DoG Donors - Thank You	A6 Card (folded)			

ALUMNI ROBO-CALLS	
Topic	Date
Introduction	4/18/2023
Segment?	4/19/2023

EMAIL BLAST - FAC/STAFF/STU	
Topic	Date
Introduction	3/27/2023
Reminder - Scav Hu	4/10/2023
It's Tomorrow!	4/17/2023
Noland's Notepads	4/XX/2023
Results; Thank You	4/24/2023

TV/RADIO SPOTS	
WCYB (30-seconds)	4/3-4/18
WJHL (30-seconds)	4/3-4/18
WETS Underwriting	4/3-4/18
WETS Interview	4/15-4/16

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ETSU HOMEPAGE	
TBD, 4/14-4/28	
Mautic Display, 4/18-4/20	

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NEWS FEATURES		
UMC -		
ETennessee - TBD		

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