

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	4/8/2022	11:00 AM	Scavenger Hunt Contest Info (boosted \$100)	FB, IG
SM4	4/12/2022	6:00 PM	Video Shared	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	4/4/2023	2pm	Day of Giving	DoG	FlatBucky & Page		2 Weeks
EM2	4/11/2023	4pm	Video Release, include students				1 Week Away
EM2.1	4/11/2023	10am	Students				iModules
EM3	4/17/2023	2pm					Tomorrow
EM3.1	4/17/2023	2pm	Students (from VP)	N/A	N/A	N/A	ETSU Email
EM3.2	4/17/2023	2pm	Fac/Staff (from VP)	N/A	N/A	N/A	ETSU Email
EM4	4/18/2023	8am	It's Here - Scav Hunt + students				Today
EM5	4/18/2023	8am	Not Too Late/Updates/Winners				Last Chance
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, Magnets, & AS
DM2	3/30/2023	67,000	Nondonors	Postcard & small magnet
DM3	4/5/2023	~1,525	Library Friends	Ltr/reply
DM4	4/5/2023	~900	Pharmacy Alumni	Ltr/reply
DM5	4/5/2023	~1,100	Class of 1973	Ltr/reply
DM6	4/8/2023	~1154	DoG All-Stars (prev donors)	Ltr/reply
DM7	4/8/2023	~651	Gold Cord Circle	Ltr/reply; Cord Donors
DM8	4/8/2023	~829	President's Circle	Ltr/reply
DM9	4/8/2023	~2298	Faculty, Staff, & Retirees	Ltr/reply
DM10	4/8/2023	TBD	New Employees	Ltr/reply
DM11	4/8/2023	~7633	Donors not already addressed	Ltr/reply
DM12	4/8/2023	~3,000	Friends/Partners	Ltr/reply
DM13	4/25/2023	~1,000	2022 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 Hunt	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

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

NEWS FEATURES	
UMC to Publish on	4/15/22
ETennessean Crosswords	3/24 or 31

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