

East Tennessee State University

Day of Giving Timeline – April 18-19, 2023

● = Direct Mail ● = Direct E-mail ● = Social Media ● = Web ● = GiveCampus ● = Weekly Email
\$\$ = Paid Post ✓ = Written/Scheduled; ✓ = Complete; ⊗ = N/A

Task	Timing	✓
Video – Shoot	11/17/2022	✓
Video Concept – Marching Bucs; Ring of Fire; Fired Up	11/17/2022	✓
Video Script & Storyboards	11/17/2022	✓
Identify Committee Members	12/1/2022	✓
Set Strategy & Goals. For 2023: 1000 gifts - <i>Disrupt</i> news cycle; <i>excite</i> audiences; <i>facilitate</i> giving - Improve acquisition, retention, and upgrades; robo-calls - Emphasize online giving; monetize social media - Involve units, students, and influencers; competitions	12/15/2022	✓
Branding/Theme – Mark is done; Flat Bucky Theme; Marching Bucs	12/15/2022	✓
Committee Meeting #1 (Introduction, portal, Flat Bucky, comte resp.)	12/15/2022	✓
Committee Meeting #2	1/2023	
Meet/brainstorm with directors of development & leadership	1/10/2023	✓
DoG Lead Gifts – Advancement Leadership (\$3K for 2023)	1/10/2023	✓
WETS-FM Fund Drive – de-conflict (2023: March 18 – April 8)	1/10/2023	✓
ETSU Today Magazine (feature page)	1/15/2023	✓
Committee Meeting #3 (Provost – Dr. Kimberley McCorkle)	2/15/2023	
● Online Portal; designations, etc. (requested info from units)	2/15/2023	
Instructions for Plea Videos	2/15/2023	
Video – background music	2/15/23	
● Online Advocates' Toolkit	2/22/2023	
Committee Meeting #4 (Guest Speaker TBD)	3/2023	
Video – Rough Cuts	3/1/2023	
● DM2 Alumni Non-donors (Simple Simon, 67,000 postcards, magnets)	3/10/2023	
Video – FINAL	3/10/2023	
● SM1-TBD 1 Month Away (11am)	3/18/2023	
● Weekly Email for Faculty/Staff – Intro	3/21/2023	
● DM1 Save the Date Direct-Mail Postcard (11,000, stickers)	3/30/2023	
● Last day to request mailing/email lists (dowellno@etsu.edu)	3/30/2023	
● Update Solicitation Codes on the online giving forms	3/30/2023	
● Online Platform Testing – Hashtag Aggregator	3/31/2023	
● ● Direct URLs for Units	3/31/2023	
● SM2- \$50 Event Post (Co-hosts Share) Two Weeks Away (8:30am)	4/2023	
● SM3- \$100 Scavenger Hunt Contest Info (11am)	4/2023	
● SM4- \$50 Launch Video (~6pm)	4/2023	
● SM5-Ways to Help (~2pm)	4/2023	
● SM6-Ways to Help (~2pm)	4/2023	
● SM7-Ways to Help (~2pm)	4/2023	
● SM8-Ways to Help (~2pm)	4/2023	
● SM9-Scavenger Hunt Starts Now! (9am)	4/2023	
● SM10- Game/Activity TBD (~10:30am)	4/2023	
● SM11-Scavenger Hunt Winner #1 (noon)	4/2023	
● SM12-Scavenger Hunt Winner #2 (2pm)	4/2023	

● SM13-Scavenger Hunt Winner #3 (~4pm)	4/2023	
● SM14-\$\$ Thanks for Playing – Honorable Mentions (~6pm)	4/2023	
● SM15-There's Still Time! (~8am)	4/2023	
● SM16-Thank You! (3:30pm)	4/2023	
● News Feature about Day of Giving (Joe/UMC)	4/2023	
Bluegrass Pride Band – Virtual Live (7pm)	4/2023	
● Upload E-numbers to GiveCampus (ADVS)	4/3/2023	
● Re-direct /dayofgiving to new GiveCampus campaign site (4pm)	4/3/2023	
● GiveCampus Portal early access – invite committee, DoDs, & Foundation	4/3/2023	
● Weekly Email for Faculty/Staff – TBD	4/4/2023	
● Upload Offline Gifts (10am) (Lead gifts & pseudo-pledges)	4/4/2023	
● EM1-Save-the-Date – DoG is approaching! (2pm)	4/4/2023	
WETS-FM Underwriting (through 4/18/22)	4/4/2023	
WJHL/WCYB TV Ads (through 4/19)	4/4/2023	
Ask all Advancement Staff to be Advocates & Give (staff meeting)	4/4/2023	
● DM3 Library Friends Letter (~1,525)	4/5/2023	
● DM4 Gatton Alumni Letter (~900)	4/5/2023	
● DM5 Class of 1973 Letter (~1,100)	4/5/2023	
Prepare Thank You Materials	4/7/2023	
● Re-direct/give to GiveCampus campaign site (4pm)	4/7/2023	
● DM6 DoG All-Stars Letter (LYBUNTs)	4/8/2023	
● DM7 Gold Cord Circle Appeal (~400 letters)	4/8/2023	
● DM8 President's Circle Appeal (~1,000 letters)	4/8/2023	
● DM9 Faculty/Staff/Retiree Appeal (~3,500 letters)	4/8/2023	
● DM10 New Employees (~TBD)	4/8/2023	
● DM11 Donors not already addressed above (~7,633)	4/8/2023	
● DM12 Friends & Partners Letter (~3,000)	4/8/2023	
● Upload Offline Gifts	4/8/2023	
Flyers on ETSU Monitor System (Erin Simpson)(thru 4/19/22)	4/10/2023	
● EM2-Video Release (~6pm)	4/11/2023	
● EM2.1-Intro to students, early access (4pm) from VP	4/11/2023	
Meeting Prep Materials to Dr. Noland	4/11/2023	
● Student Feature Article/Post (TBD)(2 weeks)(re-purpose)	4/13/2023	
Units to Identify their Lead Gifts (at least \$XK for each unit)	4/14/2023	
WETS-FM Interview (Marching Bucs)	4/15/2023	
● EM3-Four Easy Ways (~6pm)	4/17/2023	
● EM3.1-Video Release – students, early access (~2pm) from VP	4/17/2023	
● Upload Offline Gifts (2pm)	4/17/2023	
● EM3.2-Video Release – faculty/staff, early access (~2pm) from VP	4/17/2023	
● DoG Splash Page on ETSU Website (starting at 4:00 p.m. thru duration)	4/17/2023	
Jon/Tyler Call All Committee Members – Challenge & Assistance	4/17/2023	
● Ask Alumni Assoc. and Univ. Relations to share specific posts	4/17/2023	
Electronic Billboards (Allison)(2 days)	4/17/2023	
Committee Meeting #5 (President – Dr. Noland)	4/18/2023	
● Weekly Email for Faculty/Staff – TBD	4/18/2023	
● Upload Offline Gifts (3pm)	4/18/2023	
● Upload Offline Gifts (10am)	4/18/2023	
● EM4-It's here. Scavenger Hunt (~11am) students? (~8am)	4/18/2023	
● Upload Offline Gifts (noon)	4/19/2023	

● Upload Offline Gifts (4pm)	4/19/2023	
● EM5-Not Too Late – Updates – Scav Hunt Winners (~8am)	4/19/2023	
● EM6-Thank You/Video (~3pm)	4/19/2023	
Alumni Assembly/Cord Event (11:00 – 2:00 @ MCA)	4/19/2023	
● Re-direct /give and /day of giving back (3pm)	4/19/2023	
● Upload Offline Gifts FINAL TIME (4pm)	4/20/2023	
Thank You Notes to Committee & Partners	4/20/2023	
● Weekly Email for Faculty/Staff – Results & Thank You	4/22/2023	
Obtain List of DoG Donors & send Thank You Cards	4/24/2023	
● Weekly Email for Faculty/Staff – TBD	4/25/2023	
● DM13 Thank You Cards (~1,200)	4/25/2023	
Reporting and Stats – overall and by designation	5/15/2023	