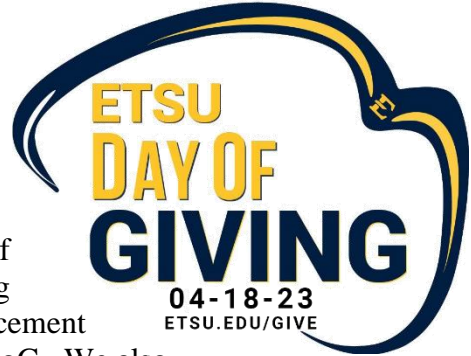


## 2023 DoG Unit Checklist

To help provide consistency surrounding marketing and publicity for ETSU Day of Giving, below is a summary of the University Advancement plans, with specific suggestions your team can use to help spread the word and energize the community.

We do want *everyone* to receive communication about Day of Giving, but we also want to be sensitive to some people being overwhelmed by the amount of touches. To that end, Advancement will send only five e-mails, plus a “thank you,” throughout DoG. We also plan direct mail solicitations, but no one should receive more than one such letter, aside from the save-the-date postcard.



You are all instrumental to the success of Day of Giving – thank you for all you do!

### Tools Provided for Units – Day of Giving Toolkit ([etsu.edu/dayofgiving](https://etsu.edu/dayofgiving))

- Time-phased Schedule
- ETSU and DoG Standards/Style Guides
- Communications Schedule
- Cover/profile photos & frames
- Videos & GIFs
- Email distribution lists
- Day of Graphics, Flyers, and Templates
- E-mail Signatures
- Challenge/Match Graphics
- Flat Bucky Information
- Printable Thank You Card Template

### Before Day of Giving

#### ADVANCEMENT

Facebook Event Creation (1/23)  
Save-the-date Postcard (3/30)  
Social Media Posts (see Comm. Sched.)  
Direct Mail Letters (see Comm. Sched.)  
Online Portal Early Access (4/3)  
Online Portal Faculty/Staff (4/11)  
Video Drop (4/17)  
Get Ready E-mails (see Comm. Sched.)

#### YOUR TEAM

Encourage Fac/Staff to Participate  
Make a Social Media Plan/Find Influencers  
Share the Facebook Event  
Build Hype and Excitement, Especially on Social Media  
E-mails to Your Networks  
Online Portal Info (due 3/13)  
Request Snail-mail and E-Mail Lists (by 3/21)

## **Actions on Day of Giving**

---

### **ADVANCEMENT**

E-mail to All (4/18)  
Online Portal Updates Throughout  
Social Posts Throughout  
Scavenger Hunt (Three Contests)  
E-mail to All (4/19)  
Gift Acknowledgements Throughout  
Robo-calls to Alumni Throughout

### **YOUR TEAM**

Make Gifts & Share Activity  
Forward E-mails to Networks  
Send Personal Messages  
Create Personal Pleas & Share  
Rally Unit to Support DoG  
Promote Unit on Social Media

## **After Day of Giving**

---

### **ADVANCEMENT**

Thank You E-mail with Video &  
Results (4/19)  
Social Posts with Video (4/19)  
Provide Lists of Unit Donors, Broken  
Down by Department (5/3)  
Thank You Cards to All Donors (4/28)  
Mailed Gift Receipts  
Thank You Notes to Committee,  
Volunteers, and Partners (4/28)

### **YOUR TEAM**

Send Thank You E-mail to  
Participants/Donors  
Host a Celebration (F2F or Zoom)  
Share Thank You Video; Create  
Unit Thank You Video  
Handwritten Notes to Donors  
Share Unit Results  
Dean/Head Visit Staff Donors in  
the Workplace

Reach out to our ETSU Day of Giving team at  
[etsudayofgiving@etsu.edu](mailto:etsudayofgiving@etsu.edu)  
or call (423) 439-6141