

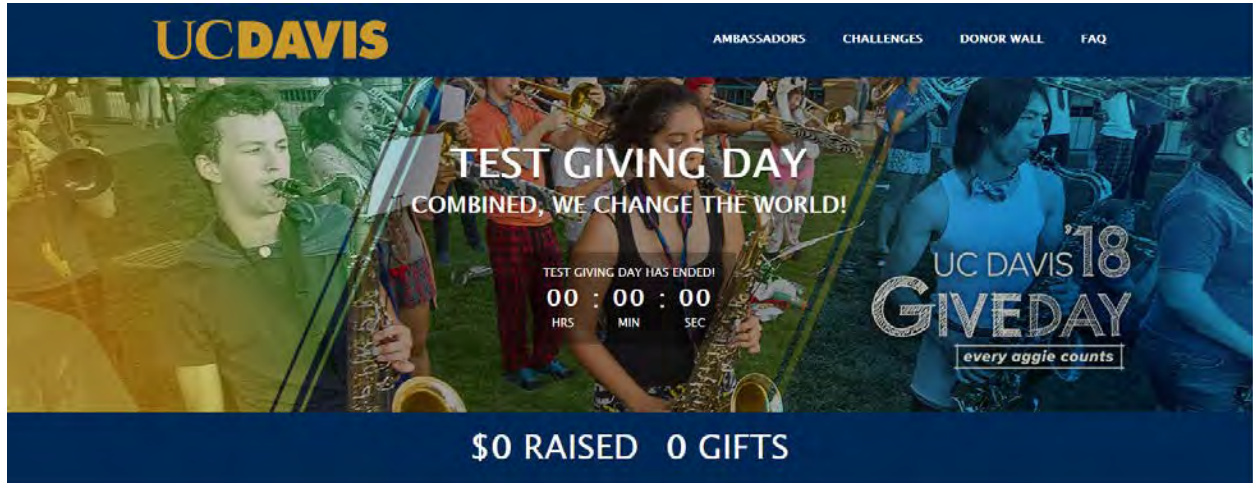
UC DAVIS '18  
GIVEDAY  
*april 20–21 | every aggie counts*

**FINAL FUNDRAISING COMMUNICATIONS  
PLAN AND WEBSITE FAQ -- 2/1/18**

For more information on UC Davis Give Day or this fundraising communications plan please contact:

Snr Director of Annual and Special Gifts (ASGP), Michelle Poesy  
[mlpoesy@ucdavis.edu](mailto:mlpoesy@ucdavis.edu)

Director of Marketing Communications, ASGP  
Andrea Elliott  
[ahelliott@ucdavis.edu](mailto:ahelliott@ucdavis.edu)



## WHAT IS UC DAVIS GIVE DAY?

UC Davis Give Day is an annual online and on campus giving event that celebrates UC Davis by encouraging all members of the UC Davis community to support areas of campus that are important to them. Give Day is celebrated in conjunction with Picnic Day because it is UC Davis' largest event each year and is a wonderful Aggie tradition.

Our first Give Day, in 2017, was extremely successful! The university raised over \$1.2 million dollars from over 3,000 gifts. Twenty-eight units participated from across campus and UC Davis Health. Over fifty challenge gifts were secured to make the day a success.

**Our 2018 Give Day will be a 29-hour intense period of fundraising from noon on Friday, April 20 to 5 p.m. Picnic Day, Saturday, April 21.**

## NEW FOR 2018 – FOCUS ON YOUR CHALLENGE GIFTS

Because Picnic Day is one of our best promoted events, we are hopeful that our unit partners would be willing to incorporate information about Give Day into their already planned Picnic Day outreach materials.

The general give day basic messaging below can be used in regularly planned e-newsletters, magazines and materials that are being distributed to UC Davis and UC Davis Health system alumni, friends and affiliates as appropriate between Monday, February 12, 2018 and Thursday, April 19, 2018.

**However, this year we encourage each unit to really focus on promoting its own Give Day donor challenges and events to their alumni and other audiences so they can get as many**

**gifts in as possible on Give Day! One way we will facilitate that is by making the individual pages accessible for promotion by Tuesday, March 20 if materials were submitted on time.**

For groups who submit their materials late, the pages will be up as soon as we can reasonably make them available.

## WHAT IF GIFTS COME IN EARLY THROUGH UNIT MARKETING?

All early promotions that include links to the Give Day site will be routed to your specific fund site on <https://give.ucdavis.edu/>. Each link will have an appeal code on it so we can track how the gift came in and make sure it gets allotted to the correct unit. Our friends in Advancement Services will be making sure all early gifts are uploaded to the Give Day site in batches throughout Give Day.

## CHALLENGES MAKE A DIFFERENCE!

The primary goal for Give Day is to raise money and encourage new donors to give. Two-thirds of all gifts that came in during Give Day 2017 were through challenge gifts, so they are incredibly important!

The image shows two challenge completion cards. Each card features a circular icon with a checkmark, a dollar amount, a title, a thank-you message, and a progress indicator. The first card is for a \$2,500 challenge with 10/10 gifts completed. The second card is for a \$15,000 challenge with 50/50 gifts completed.

Challenge Title	Amount	Progress	Status
Arboretum   WOW Waterway Program Challenge #1	\$2,500	10 / 10 GIFTS	COMPLETED
Arboretum   WOW Waterway Program Challenge #2	\$15,000	50 / 50 GIFTS	COMPLETED

## GENERAL GIVE DAY MESSAGING -- Every Aggie (Still) Counts

Like UC Davis' first annual Give Day in 2017, this year we will again encourage support from Aggies everywhere!

Give Day 2018's 29-hour intense period of fundraising will begin at noon on Friday, April 20 and will end at 5 p.m. on Picnic Day, Saturday, April 21. UC Davis Give Day's Every Aggie Counts brand and tagline "Combined, we change the world" are designed to encourage all staff, faculty, alumni, parents and students to support the university. Grateful UC Davis Health patients and veterinary clients will also be encouraged to give to programs that have made a difference in their families' lives.

Give Day will benefit UC Davis Health, all UC Davis colleges and schools, Intercollegiate Athletics, the University Library, We Are Aggie Pride, the Cal Aggie Alumni Association, the Arboretum and several other campus units.

For more information about UC Davis Give Day, contact Senior Director of Annual Giving Michelle Poesy at [mlpoesy@ucdavis.edu](mailto:mlpoesy@ucdavis.edu) or Director of Marketing and Communications for Annual Giving, Andrea Elliott at [ahelliott@ucdavis.edu](mailto:ahelliott@ucdavis.edu).

The Give Day URLs are as follows:

- 1) [Giveday.ucdavis.edu](http://Giveday.ucdavis.edu) (main)
- 2) [Ucdavisgives.ucdavis.edu](http://Ucdavisgives.ucdavis.edu)
- 3) [Everyaggiecounts.ucdavis.edu](http://Everyaggiecounts.ucdavis.edu)
- 4) [Aggiesgive.ucdavis.edu](http://Aggiesgive.ucdavis.edu)
- 5) [Give.ucdavis.edu](http://Give.ucdavis.edu)

## CAN I HAVE A GIVE DAY PAGE?

The answer is... maybe. To keep the main Give Day site user-friendly on phones, we will be instituting some additional criteria for having a unique Give Day page. Some key considerations for this year are:

1. **Promoting Challenge Gifts**—Preference will be given to those with secured challenge gifts. With two-thirds of last year's gifts directed to challenges, we know they are a driver for success and will, in turn, be focusing more effort on those pages that will have associated challenges.
2. **Departments, Divisions and Sports**—Academic departments will not have unique pages this year. A college or school can focus on a department if they choose within their overarching page, but unique pages will not be created.

Departments, divisions or subsets of a larger units can be listed as part of that larger units within Group Sets on the Give Day site where applicable. For example, the individual sports within ATHLETICS can be presented within a Group Set on the Athletics page that allows for all sports to be seen as a unique button and a giving option, but each sport wouldn't have a need for their own page.

See the below sample of a Group Set.

**\$ 326,991 RAISED 1,705 GIFTS**  
Fraternity & Sorority Life has raised \$ 47,896 from 680 gifts!

### Fraternity & Sorority Life

The Greek community at BGSU has defined a shared set of standards that guide the experience provided to members, past and current. They are academic success, giving back to the community, leadership development and lifelong friendships.

BGSU's new Greek Village is indicative of the commitment to an important and growing segment of student life and your contribution will continue to help grow and sustain this on-campus community.

To support your Greek organization, please click on the name of your fraternity or sorority below. Don't see your fraternity or sorority listed? Please consider a gift to the "Greek Life" fund, which promotes leadership opportunities among Greek chapter presidents and officers.

**Increase your impact.** An anonymous donor has agreed to make a \$5,000 gift to whichever fraternity or sorority has the highest participation on #BGSUOneDay. In the event of a tie, the \$5,000 challenge gift will be split equally among leading organizations.

Gamma Life	Alpha Xi Omega
Alpha Kappa Alpha	Alpha Gamma Phi
Alpha Phi Alpha	Alpha Phi
Alpha Sigma Phi	Alpha Tau Omega
Alpha Xi Delta	Chi Omega
Delta Chi	Delta Gamma
Delta Lambda Phi	Delta Sigma Theta
Delta Tau Delta	Delta Xi Phi

**A Challenge from the Choir**  
 Congratulations and thank you to our first 300 donors for #BGSUOneDay. We have unlocked a \$4,000 challenge gift to the Excellence Fund from the Jones '74.  
 \$4,000  
 0 200 / 300 GIFTS COMPLETED

**Double Your Impact**  
 Congratulations and thank you to our first 300 donors for #BGSUOneDay. You have unlocked a \$1,000 challenge gift to the Excellence Fund from Becky Kocher, associate vice president for alumni, annual giving and development.  
 \$1,000  
 0 300 / 300 GIFTS COMPLETED

**Calling all Young Alumni!**  
 Congratulations and thank you to our young alumni donors who helped unlock a \$2,000 challenge gift from Janing Min '14.  
 \$2,000  
 COMPLETED

**Greek Challenge**  
 Congratulations to Lambda Chi Alpha for winning the Greek Challenge. The organization had the highest participation on #BGSUOneDay and will receive a \$5,000 gift from an anonymous donor to their chapter's program fund to support leadership opportunities and housing costs.

Rank	Name	Score
1	Lambda Chi Alpha	270 0%
2	Sigma Phi Epsilon	95 0%
3	Sigma Chi	49 0%
4	Tau Kappa Epsilon	27 0%

SHOW MORE (37) ENDED

**DON'T FORGET TO SHARE!**

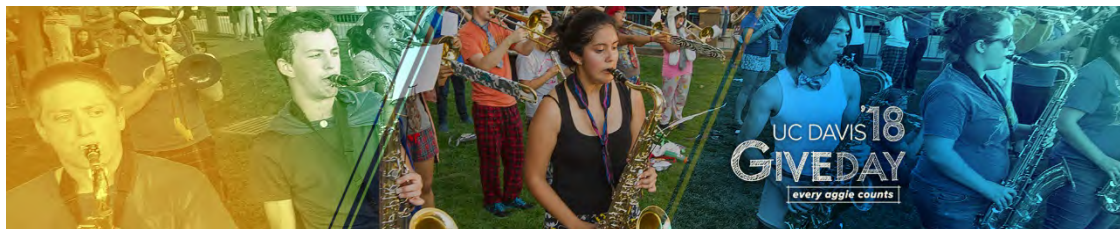
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Questions? See our FAQ  
 or you can contact us at [fratcolfund@bgsu.edu](mailto:fratcolfund@bgsu.edu).

## IF YOU ARE ALREADY CONFIRMED FOR A GIVE DAY PAGE...

Please help us create a Give Day page for your unit by sending the following materials to Andrea Elliott at [ahelliott@ucdavis.edu](mailto:ahelliott@ucdavis.edu) by Wednesday, February 21, 2018.

- 1) A photo with the dimensions: **2000px wide** and **400px high** to use in the banner of your unit web page.



- 2) A photo with the dimensions: **768px wide** and **300px high** to use as a mobile banner image. (You can use the same image as the banner if you would like to.)



- 3) **A short Give Day video that we can upload to your site.** Please send a Youtube or Vimeo link by Tuesday, April 3, 2018. If you do not have a video at all, the general Give Day video on the home page can be added to your site or you can choose not to have a video. Please refer to videos from last year's event for reference on what your video should include.
- 4) **About 250 words of copy** that promotes your unit, and encourages your donors to support your challenge funds on Give Day. (See example below).

## EXAMPLE COPY FOR YOUR GIVE DAY SITE

(No more than 250 words please, and focus on your challenges!)

**(Ask) Support our Aggie student-athletes this Give Day!**

**(Unit Message)** At UC Davis our student-athletes embody our scholar-athlete philosophy by pursuing rigorous academic and athletic excellence.

As coaches and educators, we know when we provide the environment our student-athletes need to chase their dreams on and off the competitive field, we catalyze a process of personal growth that has a lifelong impact.

When you support TeamAGGIE or any one of our 23 sports programs, you provide our student-athletes with the resources they need to compete for national recognition and represent UC Davis with honor and true Aggie Pride.

**(Challenge)** Because today is Give Day, your gift will also be part of a \$5,000 challenge from Phil and Sally Mustang '86 who are encouraging their fellow Aggies to support the Marya Welch Initiative. Your gift could make all the difference in meeting this challenge!

**(Final Ask)** Join Phil, Sally and our Aggie athletics family and support our student-athletes today. Go Ags!

If you want to look at your copy from last year, please contact Andrea Elliott @ahelliott@ucdavis.edu and she will assist you.

## VIDEO FOR YOUR HOME PAGE

We recommend that you include a video on your Give Day website landing page. They are NOT required, but are highly recommended as a means of driving donors to your site.

**Videos will be need to be submitted by Tuesday, April 3, 2018 so they can be added to your site.**

Please send the following:

1. A short (30-60 second) Give Day video that we can upload to your site.
2. Send a Youtube or Vimeo link

## VIDEO RESOURCES

The Strategic Communications video team will only be able to assist with video shoots when they have available time. If you do not have a videographer on staff or one that you use regularly, other resources are listed below:

- 1) University b-roll is available at: <https://photos.ucdavis.edu>.

- 2) Our Strategic Communications Filmmakers have a presentation on how to create mobile videos at: <http://marketingtoolbox.ucdavis.edu/docs/council-docs/creating%20mobile%20videos.pdf>
  
- 3) List of UC Davis approved videographers can be found at the below link with your Kerberos password: <http://marketingtoolbox.ucdavis.edu/start-your-project/vendors/index.php>.

SAMPLE UNIT GIVE PAGE:

**UC DAVIS** AMBASSADORS CHALLENGES DONOR WALL FAQ

**UC DAVIS GIVE DAY**  
TOGETHER, WE ADD UP!

YOUR CHANCE TO MAKE A DIFFERENCE STARTS IN

79 19 10 28  
DAYS HRS MIN SEC

**EVERY AGGIE COUNTS**  
UC Davis Give Day

**UC DAVIS ATHLETICS**

**Support our Aggie student-athletes this Give Day!**

At UC Davis our student-athletes embody our scholar-athlete philosophy by pursuing rigorous academics and athletic excellence.

As coaches and educators, we know when we provide the environment our student-athletes need to chase their dreams on and off the competitive field, we catalyze a process of personal growth that has a lifelong impact.

That is why your gift, no matter the size, can have a tremendous influence on our student-athletes' experience and can provide much-needed assistance as they strive to be the best.

When you support TeamAGGIE or any one of our 23 sports programs, you provide our student-athletes with the resources they need to compete for national recognition and represent UC Davis with honor and true Aggie Pride.

Because today is Give Day, your gift will also be part of a \$50,000 challenge from Phil Mustang '86 who is encouraging as many of his fellow Aggies as possible to support Aggie Athletics today.

Join Phil and our Aggie athletics family and support our student-athletes today. (Give Day message)Together, we add up! That is why Every Aggie Counts.

Go Aggs!

**Become an Ambassador!**  
Sign up to see which of your friends will give.

Enter your email to get started...

**Sign Up**

Click here to find out more about Ambassadors!

**Who will be the Champions of the Sport Leaderboard Challenge**  
The sport with the most donors will receive \$10,000 for generous donor Phil Mustang! Support your sport today!

UC DAVIS ATHLETICS (24)

**DON'T FORGET TO SHARE!**

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Questions? See our FAQ.  
Or you can contact us at [development@ucdavis.edu](mailto:development@ucdavis.edu).

**UC DAVIS**  
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UC Davis  
Contact

Logged in as **Michelle**  
Profile Ambassador Admin Logout

Powered by **ScaleFundar**  
Terms Support Privacy



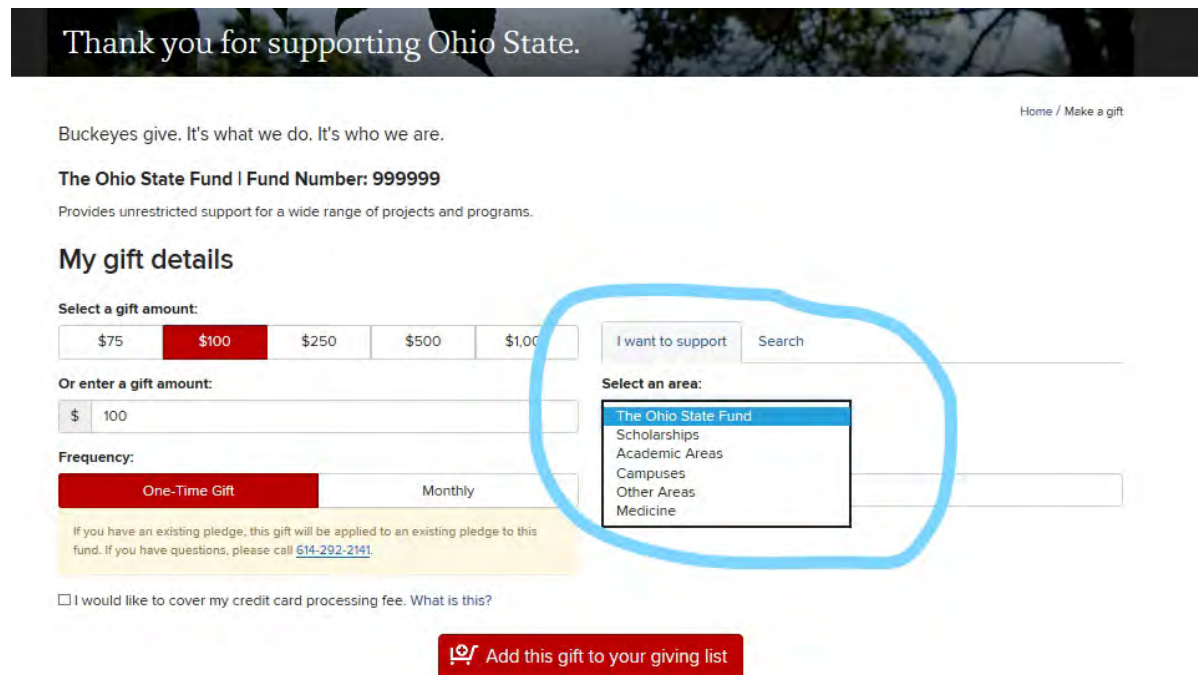
## WILL THE UC DAVIS GIVE SITE STILL BE ACCESSIBLE ON GIVE DAY?

No. **Give.ucdavis.edu** will route directly to **giveday.ucdavis.edu** for the 29-hour give day event.

## HOW MANY FUNDS CAN I RAISE MONEY FOR?

If you are a Development Officer or ASGP contact, **please send up to 10 fund names and their allocation numbers by February 21** so we can add them into the 2018 Give Day site. We have a little flexibility on how many funds to include for each unit, however the goal is not for the site to contain every fund affiliated with your unit. The goal is to keep this effort focused.

The Give Day site will include a drop down menu for your funds, as noted below.



Thank you for supporting Ohio State.

Home / Make a gift

Buckeyes give. It's what we do. It's who we are.

**The Ohio State Fund | Fund Number: 999999**  
Provides unrestricted support for a wide range of projects and programs.

### My gift details

Select a gift amount:

\$75 \$100 \$250 \$500 \$1,000

I want to support Search

Or enter a gift amount:

\$ 100

Frequency:


One-Time Gift Monthly

Select an area:

- The Ohio State Fund
- Scholarships
- Academic Areas
- Campuses
- Other Areas
- Medicine

If you have an existing pledge, this gift will be applied to an existing pledge to this fund. If you have questions, please call [614-292-2141](tel:614-292-2141).

I would like to cover my credit card processing fee. What is this?

 Add this gift to your giving list

## UC DAVIS EMPLOYEE GIVING MONTH (beginning April 2)

UC Davis' first Employee Giving month will begin Monday, April 2. We will be sending out email solicitations to campus on April 2, the day Employee Giving Month begins and the week of April 9. Employees will also be included in select Give Day specific email solicitations as they were last year. For more information contact Kasey Webster at [ktwebster@ucdavis.edu](mailto:ktwebster@ucdavis.edu).

## GIVE DAY SOLICITATIONS AND OUTREACH

Below is a schedule of all the unique outreach materials and solicitations that the UC Davis Annual and Special Gifts Program will be sending out in advance of Give Day.

Social ambassadors will receive different messaging provided in our forthcoming social media toolkit. They will not be using messaging from these specific pieces.

**We do ask that our unit partners NOT send out formal email solicitations during the 29-hour Give Day event because it will compete with their Ambassador’s email outreach through the Scalefunder platform.** ASGP will be sending out 6 email solicitations to all audiences during that period. Donors who give will be removed from further solicitations over the course of the Give Day event.

We do encourage all units to please feel free to direct your donor audiences to your specific unit site in your social media posts, rather than the central Give Day site.

The tactics outlined on the following pages will be sent to audiences that have not yet given. Once they give, and are entered into the Scalefunder system, they will then receive updates from Scalefunder only and they will be removed from the other outreach tactics.

DATE	TACTIC
<b>Week of Feb 12</b>	<p>DATLINE – to internal UC Davis audiences</p> <p>Give Day will be announced to university employees in the February 13 issue of Dateline.</p> <p>After that, initial announcements about Give Day can be seeded into any and all University and/or unit newsletters, publications, and all alumni or comparable health system communications.</p>
<b>March 20</b>	Most of the new Give Day site will be live.
<b>Week of Mar 20</b>	CAPITAL PUBLIC RADIO underwriting through April 21.
<b>Week of Mar 20</b>	DIRECT MAIL ARRIVES IN HOMES— to all standard annual giving audiences – Lybunts, sybunts, second asks, and high probability acquisition. Pledge cards will be unit specific based on where the donor gave last.

	<p>Message: Join us for our Give Day on April 20-21. What Give Day is, overall case for support, link to give day site.</p> <p>We are trying to get as many donors as possible, so if you give today, your gift will count toward our goals the day of the event!</p> <p>DIRECT MAIL – ONE HEALTH – this will be written by Michelle Tafoya, with assistance from Celeste Borelli, and will be sent to the grateful client and grateful patient audiences for Vet Med hospitals and UC Davis Health.</p>
<b>Tuesday, April 3</b>	<p>TEASER EMAIL #1 — to all audiences</p> <p>General Message: Join us again for Give Day 2018</p>
<b>Saturday, April 14</b>	<p>TEASER EMAIL #2 — to all audiences</p> <p>Message: It’s coming soon! Are you ready? What Give Day is, overall case for support, link to give day site.</p>
<b>EMAIL SOLICITATIONS THE DAY BEFORE GIVE DAY BEGINS</b>	
<p><b>Thursday, April 19</b> (Day before Give Day begins)</p>	<p>1) GENERAL TEASER — to all audiences</p> <p><i>Insert Give Day video that will be included on Give Day home page.</i></p> <p>2) HEALTH SYSTEM TEASER — to all grateful patients of health system</p> <p>3) VETERINARY MEDICINE HOSPITALS TEASER — to all grateful clients of Vet med clinics and hospitals.</p> <p>4) EMPLOYEES</p>
<b>EMAIL SOLICITATIONS DURING GIVE DAY EVENT</b>	
<i>(Note: We anticipate that donors who have given during the event will be removed from the following emails.)</i>	
<p><b>Friday, April 20</b> (Give Day begins at noon.)</p>	<p>1) Launch email (12 noon) – to all audiences</p> <p>Message: Give Day starts now! What Give Day is, overall case for support, link to give day site.</p>

	<p>2) Graduate Student Profile (3 p.m.) – to all audiences</p> <p>General Message: UC Davis graduate program X has made a huge impact on my life...</p> <p>Case for support. Link to give day site.</p> <p><i>Grad student video profile included.</i></p> <p>HEALTH SYSTEM EMAIL — solicitation to all grateful patients of health system</p> <p>VETERINARY MEDICINE HOSPITALS EMAIL — solicitation to all grateful clients of Vet med clinics and hospitals.</p>
<p><b>Saturday, April 21</b> (Give Day ends at 5 p.m.)</p>	<p>4) Picnic Day has started! Keep giving! (Message from Picnic Day Board of Directors) (9 a.m.) – to all audiences</p> <p>General Message: Give Day continues here on campus where we are celebrating the 103<sup>rd</sup> annual Picnic Day! Join us!</p> <p>Case for support. Link to give day site.</p> <p><i>Video from Picnic Day Board members included.</i></p> <hr/> <p>5) Undergraduate student profile (noon) – to all audiences</p> <p>General Message: UC Davis has made a huge impact on my life...</p> <p>Case for support. Link to give day site.</p> <p><i>Undergrad video included.</i></p>

	<p>6) Last Chance to join us! (3 p.m.) – to all audiences</p> <p>General Message: Giving any amount today will make an important difference! Only two hours left! Please join us!</p> <p>Link to give day site.</p>
<p><b>STEWARDSHIP OUTREACH</b></p>	
<p><b>Saturday, April 28</b> (approximate date)</p>	<p>VARIABLE DATA EMAIL:</p> <p>General message: Thank you for giving to (insert unit and fund) on our recent Give Day! UC Davis is so grateful to have support from you and __ (insert total #) __ other donors as well!</p> <p><i>Stewardship video included.</i></p> <p>(This will be sent through ThankView.)</p>