



GIVE DAY 2017

April 21-22 – Picnic Day

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

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WHAT IS GIVE DAY?

The 2017 Give Day will begin a 29-hour intense period of fundraising from noon on Friday, April 21 to 5 p.m. Picnic Day, Saturday, April 22.

The first Give Day was aligned with Picnic Day because it is UC Davis' largest event each year and is a wonderful Aggie tradition. From a promotional perspective, Picnic Day is also one of our best planned 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.

To make that process as easy as possible, DEVAR has provided below basic messaging that 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 February 7, 2017 and Thursday, April 20, 2017.

We encourage each unit to promote its own Give Day donor challenges and events through messaging that works for their specific target audiences.

A social media toolkit, complete with sample posts and templates for different platforms, will be available this month as well.

GIVE DAY MESSAGING

Every Aggie Counts for UC Davis Give Day

UC Davis' first annual Give Day will encourage support from Aggies everywhere by taking place during the university's most beloved event: Picnic Day.

The 29-hour intense period of fundraising will begin at noon on Friday, April 21 and will end at 5 p.m. on Picnic Day, Saturday, April 22. UC Davis Give Day's Every Aggie Counts brand and tagline "Together, we add up!" 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 events like this one are part of an important national trend that encourage both new and long-time donors to join hands in supporting their university," said Shaun Keister, vice

chancellor of Development and Alumni Relations. "UC Davis Give Day will be an exciting opportunity because, for the first time, Aggies will be able to come together in support of UC Davis and witness in real-time the incredible impact philanthropy has on our community."

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

At Picnic Day events, attendees will be encouraged to give through a text-to-give campaign. Donors, scholarship recipients and faculty members who have been supported by philanthropy will participate in the iconic Picnic Day parade, illustrating the impact philanthropy has on UC Davis.

For more information about UC Davis Give Day, contact Senior Director of Annual Giving Michelle Poesy at mlpoesy@ucdavis.edu.

The Give Day URLs are as follows:

- 1) Giveday.ucdavis.edu (main)
- 2) Ucdavisgives.ucdavis.edu
- 3) Everyaggierecounts.ucdavis.edu
- 4) Aggiesgive.ucdavis.edu

DEVELOP A GIVE DAY PAGE FOR YOUR UNIT

Please help us create a Give Day page for your unit by sending the following materials to Andrea Elliott at ahelliott@ucdavis.edu by February 21.

- 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 April 3. If you do not have a video at all, the general Give Day video on the home page will be added to your site.
- 4) Copy that promotes your unit, and encourages your donors to support your challenge funds and the other main funds you are raising money for on Give Day. (See example below).
- 5) *Note: If you are a Development Officer or ASGP contact, please also send up to 10 fund names and their allocation numbers so we can add them into the Give Day site.*

VIDEO SAMPLES

JUST ANOTHER DAY AT CARLETON

https://apps.carleton.edu/giveday/videos/?item_id=1366032

UCSB COLLEGE OF ENGINEERING

https://www.youtube.com/watch?v=KeQpL4c_p1I

SOCIAL AMBASSADOR VIDEO

<https://www.youtube.com/watch?v=lvxcOsxWTIc&feature=youtu.be>

UCSB STUDENT PHILANTHROPY

<https://vimeo.com/161249743>

EXAMPLE COPY FOR GIVE DAY SITE

(No more than 250 words please.)

(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.

(Soft Ask) 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.

(Soft Ask) 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 \$50,000 challenge from Phil Mustang '86 who is encouraging his fellow Aggies to support Aggie Athletics today.

(Final Ask) 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 Ags!

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 28 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 Ags!

Become an Ambassador!

Sign up to see which of your friends will give.

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 @94

DON'T FORGET TO SHARE

[f](#) [t](#) [in](#)

Questions? See our FAQ.
Or you can contact us at development@ucdavis.edu.

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UC Davis
Contact

Logged in as **Michelle**
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GIVE DAY SOLICITATION 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. As well, ASGP will be sending out 6 emails to all nondonor audiences during that period as well. 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
<p>Tuesday, February 7</p>	<p>DATELINE – to internal UC Davis audiences</p> <p>Give Day will be announced to university employees in the February 7 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>
<p>Monday, March 13 (week of)</p>	<p>TEASER POSTCARD – to all audiences</p> <p>Message: Same Picnic! New tradition!</p> <p>In 1905, UC Davis began Picnic Day to serve as an open house for the campus. Today we encompass UC Davis Health, Tahoe and Bodega too, so all the more reason to celebrate. Etc.</p> <p>Join us for our first Give Day on April 21-22.</p>
<p>Wednesday, March 22 (week of)</p>	<p>DIRECT MAIL— to all standard ASGP DM audiences – Lybunts, sybunts, second asks, and high probability acquisition. Pledge cards will be unit specific based on where the donor gave last.</p>

	<p>Message: Join us for our first Give Day on April 21-22. 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>
<p>Saturday, April 1</p>	<p>TEASER EMAIL #1 — to all audiences</p> <p>General Message: Same Picnic. New Tradition.</p> <p>In 1905, UC Davis began Picnic Day to serve as an open house for the campus. Today we encompass UC Davis Health, Tahoe and Bodega too, so all the more reason to celebrate. Etc.</p>
<p>Saturday, April 15</p>	<p>TEASER EMAIL #2 — to all audiences</p> <p>Message: It’s coming soon! Are you ready?</p> <p>What Give Day is, overall case for support, link to give day site.</p> <p><i>Alumni Ambassador video profile included.</i></p>
<p>EMAIL SOLICITATIONS THE DAY BEFORE GIVE DAY BEGINS</p> <p><i>(Note: These will be sent to three specific audiences.)</i></p>	
<p>Thursday, April 20 (Day before Give Day begins)</p>	<ol style="list-style-type: none"> 1) GENERAL TEASER — to all audiences <i>Insert Give Day video that will be included on Give Day home page.</i> 2) HEALTH SYSTEM TEASER — to all grateful patients of health system 3) VETERINARY MEDICINE HOSPITALS TEASER — to all grateful clients of Vet med clinics and hospitals.

<p>EMAIL SOLICITATIONS DURING GIVE DAY EVENT</p> <p><i>(Note: We anticipate that donors who have given during the event will be removed from the following emails.)</i></p>	
<p>Friday, April 21 (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> <hr/> <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> <hr/> <p>3) UC Davis Health student profile (7 p.m.) – to all audiences</p> <p>General Message: UC Davis Health is the home of our incredible School of Medicine and School of Nursing and is a close partner with many of our on-campus colleges and schools, like the School of Veterinary Medicine...</p> <p>Case for support. Link to give day site.</p> <p><i>Video from SON and SOM included.</i></p>
	<p>4) Picnic Day has started! Keep giving! (Message from Picnic Day Board of Directors) (9 a.m.) – to all audiences</p>

Saturday, April 22 (Give Day ends at 5 p.m.)	<p>General Message: Give Day continues here on campus where we are celebrating the 103rd 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>
	<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>
STEWARDSHIP OUTREACH	
Saturday, April 29 (approximate date)	<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>
Tuesday, May 2 (or week of)	<p>GIVE DAY THANK YOU CARD:</p> <p>General message of gratitude</p>