**East Tennessee State University**

**2020 Day of Giving Timeline**

⚫ = Direct Mail; ⚫ = Direct E-mail; ⚫ = Social Media; ⚫ = Web; ⚫ = TBD; $$ = Paid Post

✓ Written/Scheduled; ✓ = Complete; ⮿ = N/A

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| **Task** | **Timing** | **✓** |
| Meet/brainstorm with directors of development & leadership | 12/11/2019 | **✓** |
| Set Strategy & Goals. For 2020:- *Disrupt* communications; *excite* audiences; *facilitate* giving- Improve acquisition, retention, and upgrades- Emphasize online giving; monetize social media- Involve units, students, and influencers; competitions- Donor Goal: 600 | 12/11/2019 | **✓** |
| Branding/Theme – Mark is done; Flat Bucky/Treasure Theme | 12/11/2019 | **✓** |
| Identify Committee Members | 12/20/2019 | **✓** |
| ETSU Today Magazine (feature page) | 12/20/2019 | **✓** |
| Committee Meeting #1 (Introduction, portal, Flat Bucky, Treasure) | 1/17/2020 | **✓** |
| Online Portal; tiles, designations, tiering, etc. | 1/15/2020 | **✓** |
| Video Concepts | 2/3/2020 | **✓** |
| Background Materials to Dr. Noland (meeting prep) | 2/7/2020 | **✓** |
| Committee Meeting #2 (Dr. Noland) | 2/14/2020 | **✓** |
| Video Script & Storyboards | 2/18/2020 | **✓** |
| Arrange for Electronic Billboards (4/21 & 4/22) ($220 p/day) | 2/24/2020 | **✓** |
| WJHL Daytime Talkshow (2 DoDs?) | 2/24/2020 |  |
| ⚫ Toolkit - Social Media Graphics & Sample Posts  | 3/2/2020 | **✓** |
| Background Materials to Dr. Noland (video prep) | 3/2/2020 |  |
| Video – Shooting with Dr. Noland & Bucky | 3/6/2020 |  |
| Video – background music needed | 3/13/2020 | **✓** |
| Committee Meeting #3 (Social & Sharing; one-on-one meetings) | 3/13/2020 |  |
| ⚫ Save the Date Direct-Mail (“Flat Bucky”) | 3/9/2020 | **✓** |
| Instructions for Plea Videos | 3/9/2020 |  |
| Online Platform Testing and #Aggregator (Tint) | 3/20/2020 | **✓** |
| Video – Rough Cuts | 3/27/2020 |  |
| Committee Meeting #4 (Networks; Social; Video) | 3/31/2020 |  |
| ⚫ Student Feature Article/Post/E-mail (Jake Standridge) | 4/1/2020 |  |
| ⚫ EM1-Save-the-Date – April Fool’s Day | 4/1/2020 |  |
| Prepare Thank You Materials | 4/3/2020 |  |
| ⚫ Simple Simon (non-donors) (35,000 letters with CRE) | 4/3/2020 |  |
| Video – FINAL | 4/3/2020 |  |
| Traditional Media/Press? BucTV? Edge Radio? WETS? E-mail Bulletin? | 4/6/2020 |  |
| - News Release/Advisory (Amanda Mowell) | 4/6/2020 |  |
| DoG All-Stars Letter (LYBUNTs) | 4/6/2020 |  |
| Ask all Advancement Staff to be Advocates | 4/7/2020 |  |
| ⚫ $$ SM1-DoG Event Post (Co-hosts Share) | 4/8/2020 |  |
| GiveCampus Portal “live” – invite committee, DoDs, Foundation, All-Stars | 4/8/2020 |  |
| Video – Launch (?) | 4/8/2020 |  |
| Ask Units to Identify Matching/Challenges ($3,000 for each unit) | 4/10/2020 |  |
| ⚫ Gold Cord Circle Appeal (~215 letters) | 4/10/2020 |  |
| ⚫ President’s Circle Appeal (~800 letters) | 4/10/2020 |  |
| Upload Offline Gifts | 4/10/2020 |  |
| ⚫ Faculty/Staff/Retiree Appeal (~3,500 letters) | 4/13/2020 |  |
| Ask all Alumni, Faculty & Staff, to be Advocates – early access | 4/18/2020 |  |
| LYBUNTs (All-Start | 4/13/2020 |  |
| ⚫ $$ SM2-#FindFlatBucky Informational Post | 4/15/2020 |  |
| ⚫ EM2-Video – (One Week Away) | 4/15/2020 |  |
| Upload Offline Gifts | 4/15/2020 |  |
| Committee Meeting #5  | 4/17/2020 |  |
| Upload Offline Gifts | 4/17/2020 |  |
| ⚫ SM3-Easy Way #4 (4 More Days) | 4/18/2020 |  |
| ⚫ SM4-Easy Way #3 (3 More Days) | 4/19/2020 |  |
| ⚫ EM3-Are You Ready? FindFlatBucky Info | 4/20/2020 |  |
| ⚫ SM5-Easy Way #2 (2 More Days) | 4/21/2020 |  |
| Upload Offline Gifts (4:00 p.m.) | 4/20/2020 |  |
| ⚫ SM6-Easy Way #1 (1 More Day) | 4/21/2020 |  |
| Jon Calls All Advocates - Challenge | 4/21/2020 |  |
| ⚫ DoG Splash Page on ETSU Website (starting at 4:00 p.m. thru duration) | 4/21/2020 |  |
| Upload Offline Gifts | 4/21/2020 |  |
| Ask Alumni Assoc. and Univ. Relations to share specific posts | 4/22/2020 |  |
| Upload Offline Gifts (11am) | 4/22/2020 |  |
| ⚫ $$ SM7-Photo #1 - #FindFlatBucky (time) | 4/22/2020 |  |
| ⚫ SM8-Photo #2 - #FindFlatBucky (time) | 4/22/2020 |  |
| ⚫ SM9-Photo #3 - #FindFlatBucky (time) | 4/22/2020 |  |
| ⚫ SM10-Photo #4 - #FindFlatBucky (time) | 4/22/2020 |  |
| ⚫ SM11-Photo #5 - #FindFlatBucky (time) | 4/22/2020 |  |
| ⚫ $$ SM12-Targeted LYBUNT Post (2pm?) | 4/22/2020 |  |
| ⚫ EM4-4 Easy Ways (9am) | 4/22/2020 |  |
| ⚫ EM5-Updates & FFB Winners (1pm) | 4/22/2020 |  |
| ⚫ EM6-Updates & FFB Winners (6pm) | 4/22/2020 |  |
| Upload Offline Gifts (3pm) | 4/22/2020 |  |
| ⚫ SM13-#FindFlatBucky Re-cap (time) – It’s Not Too Late! | 4/22/2020 |  |
| ⚫ EM7-It’s Not Too Late – FFB Winners (7am) | 4/23/2020 |  |
| ⚫ EM8-Thank You Video – Results (noon) | 4/23/2020 |  |
| Upload Offline Gifts (8am) | 4/23/2020 |  |
| Upload Offline Gifts (11am) | 4/23/2020 |  |
| ⚫ SM14-DoG Thank You & Video (noon?) | 4/23/2020 |  |
| Obtain List of DoG Donors (6:00 p.m.) | 4/27/2020 |  |
| Thank You/Acknowledgement Process (DoG Thank You cards/emails) | 4/27/2020 |  |
| Reporting and Stats – overall and by designation | 5/4/2020 |  |