Website Updates

- Overarching messaging for Give Day has shifted
  - Coming together in a time of need
  - COVID specific support and research and emergency/hardship funds highlighted
  - New page added specific to Emergency Funds
Website Updates

- Give Early option has been active for almost a month
  - Tracked using appeal codes
  - Will upload into system during Give Day
  - Give Early will be removed Thursday morning
Communications Plan

- Email 1
  - April 16, 1 p.m. (day before Give Day)
  - Includes new video featuring Chancellor May and LeShelle May

- Email 2 – official Kick Off of Give Day
  - April 17, noon

- Email 3
  - April 17, 3 p.m.

- Email 4
  - April 18, noon

- Email 5
  - April 18, 2 p.m.

- Email 6
  - Stewardship email sent a week after Give Day
Communications Plan – continued

- **NEW - Texting Plan**
  - Warming text to non-renewed donors sending Tuesday, a follow up text sending Friday
- **Social Media Plan**
  - Integrated effort between ASGP, MarComm, CAAA, and Strategic Communications
- **Updates from Give Day website to registered Ambassadors**
  - 4 messages will be pushed out during Give Day
Social Ambassadors

- Please sign up to be an Ambassador on Give Day website
- Ask your donors and volunteers to do the same – just send them a link to the page
- Share Share Share…
- [https://giveday.ucdavis.edu/giving-day/22099/signup](https://giveday.ucdavis.edu/giving-day/22099/signup)
Social Ambassadors

• New Social Ambassador Toolkit created to help with messaging
  • Find it here
• Find tips and suggestions on how to message Give Day during this crisis
• Images are included too!
• We do not recommend using GIFs this year

Sample posts for social ambassadors

Primarily these posts are an opportunity to promote challenges you support. You should make them your own and post as you normally would. Any links can be shortened using bitly.com or customized by creating your own hyperlink in Word.

If you are at a loss as to what to say, some very basic samples that include messaging to promote challenges during the COVID-19 crisis are below. Before we get to those, we also recommend you consider the following when you plan your posts:

1) Acknowledge the current situation and support our emergency programs—Universities that have not acknowledged the COVID-19 crisis have received negative feedback during their Give Day events. Please just acknowledge what is happening to us all and give people the opportunity to support our emergency programs. You don’t have to do this in each post, but make sure an emergency support message is included among your posts during Give Day.

2) Be mindful of your tone—Please look at posts by Chancellor May and UC Davis Health regarding setting an inspirational tone or one that encourages resilience and community support during this critical time. Be positive and meaningful ... but don’t overdo it.

3) Remember the enduring value your programs provide students and the world—Many people love and have benefited from these programs. Give them the chance to support the good work you do. Showcase what students are learning from your program today and how they will impact the world because of what they learned at UC Davis.

4) Gifts of any size make a difference—With the current economic stresses, it is possible people will make smaller gifts. Show them that whatever they can do gives an impact and is appreciated. Remember, Give Day is set up to encourage donor participation rather than matching gifts or gift size.

5) People need good news, and they want to make some kind of impact where they can—Many people feel helpless during this unusual time and want to make an impact however they can. Giving to UC Davis, a place they trust and know is reliable, is a good way to make a difference.
Questions?