RUTGERS

Giving Day

6.17.20

Promotional Calendar

GIVINGDAY.RUTGERS.EDU
Thank you for your continued support of the university and for your involvement in Rutgers Giving Day.

Please note this calendar is not meant to be a comprehensive list of all promotional efforts for Rutgers Giving Day, but rather to provide an at-a-glance plan for promotion that will enable others at the university to promote Giving Day without overlapping/oversaturating audiences.
Week of June 1

**Email**
- **June 3**: Announcement email to alumni and donors
- **June 5**: Think Scarlet inclusion to alumni and donors

**Social Media** (University, RUF, RUAA)
- **June 3-6**: Public announcement to followers across Facebook, Twitter, Instagram, LinkedIn

**Advertising**
- **June 3-6**: Promotion of RUAA/RUF social media posts

**Web**
- **June 3**: Both support.rutgers.edu and givingday.rutgers.edu will be updated to reflect announcement
Week of June 7

Email
- June 10: Scarlet Voice email to select alumni and donors
- June 12: Think Scarlet inclusion to alumni and donors

Social Media (University, RUF, RUAA)
- June 7-13: Awareness building across Facebook, Twitter, Instagram, LinkedIn

Advertising
- June 7-13: Promotion of RUAA/RUF social media posts

Web
- June 7-13: Ongoing promotion on support.rutgers.edu, givingday.rutgers.edu
Week of June 14

Email
• June 15: Scarlet Voice email to select alumni and donors

Social Media (University, RUF, RUAA)
• June 14-16: Awareness building across Facebook, Twitter, Instagram, LinkedIn

Advertising
• June 14-16: Targeted Facebook and Google advertisements to Rutgers affiliates and website visitors

Web
• June 14-16: Ongoing promotion on support.rutgers.edu, givingday.rutgers.edu
Rutgers Giving Day – June 17

Website
- GivingDay.Rutgers.edu page is live. Day-of-video will be on the home page of RUAA, RUF, and RU websites

Social Media (Foundation / RUAA)
- Constant throughout the day
- RUAA, RUF Facebook, Twitter advertisement – It’s Rutgers Giving Day! Give today (Rutgers affiliates)

Social Media (University)
- Constant throughout the day
- RU Twitter – main hub of communication for Giving Day

Scarlet Voice
- It’s Rutgers Giving Day! (9 a.m.)

Email
- Early morning (6-8 a.m.)
  - Previous RGD donors
  - All alumni and non-alumni RGD donors announcement
  - RU faculty/staff announcement
  - RUAA Board / BOO / BOG / BOT announcement
- Mid day (11 a.m. – 1 p.m.)
  - LYBUNTS / SYBUNTS / current donors
- End of day (7-9 p.m.)
  - LYBUNTS / SYBUNTS / second asks

Advertising
- Facebook and Google ads throughout the day targeting website visitors

To avoid overcommunication to our audiences, we request that schools and units email their alumni ONCE throughout the day in one of two time windows: 8:00 – 10:00 a.m. OR 2:00 – 5:00 p.m.
June 18 – Thank You messages

**Email**
- RGD donors, BOT, BOG, BOO, RUF staff, campus partners, RGD ambassadors, communicator’s network

**Social Media** (University, RUF, RUAA)
- Thank you messages across channels all day

**Web**
- Thank you message added to support.rutgers.edu, givingday.rutgers.edu