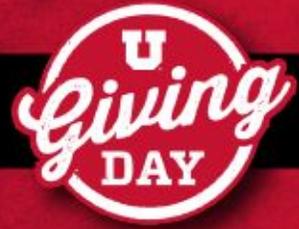


1850 MINUTES OF IMAGINING MORE



Email Content General Guidelines

Who to target?

A key part of email strategy for The University of Utah's second annual giving day, called U Giving Day, is peer-to-peer outreach. Start with who you know—friends, family, mentors—those who may be personally invested in your success. Then, expand your thinking to those within your personal network—colleagues, like-minded peers, or those who may have a passion for your project.

When to send?

Early and then often. Let people know that you're participating in U Giving Day—and, most importantly, what's motivating you to do so. Provide clear ways for your audience to participate, and let them know how they can amplify your message on their social media pages. We recommend sending the following messages:

- 1.) at least one message the week before launch,
- 2.) a message announcing that U Giving Day has begun,
- 3.) multiple messages during the day of U Giving Day, and then
- 4.) a stewardship email after U Giving Day ends. Draft messages and content will be provided for U Giving Day ambassadors

Whenever you hit a fundraising milestone during U Giving Day

Translate the momentum and excitement of your campaign into additional email and social media opportunities to engage those who have yet to participate. When your audience sees other people contributing to your success, they may be encouraged to make a donation themselves.

Time-sensitive reminder(s).

Spur your audience to action by encouraging them to give by a certain deadline, during a match challenge, or a specific timeframe. Framing the email as urgent could provide a much-needed boost to convert those on the fence, or to convince those leading a busy life to give at that exact moment.

After U Giving Day concludes.

Thank your supporters for helping you reach your goal — and, if appropriate, let them know how they can stay involved with your cause.

Email Language/Layout Tips

Construct your email language appropriately per person and audience.

The way you speak to your family and friends may be different than how you connect with colleagues and like-minded peers. Write like you speak. Your speaking voice is more likely to connect with a potential donor than overly formal language, so don't overthink it.

Make it personal and urgent.

Appeal to human interest. Why is this cause important to you? Why is it important that your cause receives these funds — what good will your cause do with the donation?

Keep it as tight as possible.

Keep exclamation points to a minimum. Use a P.S. to highlight an aspect of your ask. Example: Sharing on social. Example: Re-highlighting your call to give. Focus on the second-person voice. With your help... You can... What you do... Use easy to read fonts.

If you receive replies

If someone on your email list responds and says they have donated, please exclude them from future communications except for the thank you email.

Email Samples

Pre-Giving Day Dear [recipient's preferred name],

[Insert a relevant or personal message].

I wanted to share this great news! The University of Utah is preparing to launch its second annual giving day campaign, called U Giving Day. This exciting event begins February 23rd at 9 a.m. and continues for about 32 hours – 1850 minutes in honor of our founding year.

Why give? Because no matter the size, your gifts matter! I will be raising money for [Insert project name]. [Explain why you're raising funds for this project. Why is it personally meaningful to you? What impact does it have on you, those around you, students, communities, etc.]

I hope I can count on you as the entire The University of Utah community unites to show our Utah pride by making a gift of any size to any active U Giving Day project. Together we can make this second U Giving Day one that the campus will always remember!

Best, [Your name]

P.S. I'll be using my social media to help promote our project and to help build momentum for U Giving Day. Please share my project using hashtag #UGivingDay on your social media too. If you do, I hope you'll tag me so that I can respond to your posts. Facebook: @YOUR NAME; Twitter: @YourHandle, Instagram: @YourHandle.

Giving Day Announcement

Dear [recipient's preferred name],

Today is the big day. The University of Utah's second giving day, U Giving Day is on! We have 1850 minutes to do something extraordinary. What you choose to do in the next minute matters. As I previously shared, during U Giving Day I'm raising money for [Insert project name], and I could really use your help. We're trying to raise money to [list goals in as much detail as possible]. Every gift at any size, matters because it will help us move closer to reaching our donor/gift goal. Will you take a minute to make a difference? To make a donation on our project page visit: [insert URL to campaign page].

Best,
[Your name]

P.S. Please share on your social media, too, with the hashtag #UGivingDay and please tag me so that I can respond. Facebook: @YOUR NAME; Twitter: @YourHandle, Instagram: @YourHandle.

Update Email (We recommend 2-3 of these)

Dear [recipient's preferred name],

If you've already made your gift thank you and thank you for sharing on social media! I'm excited to let you know that XX people have contributed to [your cause, project, event, etc.] during U Giving Day so far!

There are XX hours left in The University of Utah's second annual giving day and I'd like to see that number rise. We're so close to reaching our goal of (XX donors, whatever you think is more compelling) — if you haven't made your gift yet, can I count on you to help us? Every gift matters! I can't say that enough. You can make a donation on our project page: [insert URL to campaign page]. We plan to use the money to [list out goals in as much detail as possible]. Please let me know if you have any questions.

Best,
[Your name]

P.S. Thank you in advance for your support. Please share our success on your social media too! Use the hashtag #UGivingDay and tag me so that I can respond. Facebook: @YOUR NAME; Twitter: @YourHandle, Instagram: @YourHandle.

Last Call Email (To be sent Wednesday, February 24th by 2:00 pm)

Dear [recipient's preferred name],

There are only a few hours left during The University of Utah's second annual giving day, U Giving Day, to raise as many gifts as we can for [project]. Please consider making a donation to help us finish U Giving Day strong. With your help, our project will [list out goals in as much detail as possible]. You can easily make a donation on our project page: [insert URL].

You can also help by sharing our project page on your social media using the hashtag #UGivingDay to help me reach more people. Last, I hope you'll tag me so that I can respond to your posts. Facebook: @YOUR NAME; Twitter: @YourHandle; and Instagram: @YourHandle. Thank you for supporting a great cause and a great university.

Best, [Your name]

P.S. If you already made a donation, I can't thank you enough. So far, we've raised \$XX and XX spirited people have contributed. If you haven't made a donation yet, please join me and make a donation by February 24th at 3:49 pm to help our project succeed.

Wrap-up Thank You Email (To be sent within 24 hours of U Giving Day ending, but preferably by the end of the day)

[The university will send a thank you to all participants, but it never hurts for your key supporters to hear a final thanks directly from you.]

Dear [recipient's preferred name],

We did it! [Or if you didn't quite reach your goal. We had an amazing response thanks to many or you! Insert a relevant or personal anecdote.] The University of Utah's second annual giving day, U Giving Day, received

enthusiastic support from around the world. And [project] attracted \$XX from XX Utah-supporters.

Thank you for supporting me during this second U Giving Day experience by reading my emails, asking me questions, sharing on social media and for contributing to a great cause that will [list out goals]. We couldn't do it without you!

Thank you again,

[Your name]

P.S. If you intended to donate but ran out of time, you can still make a donation on our project page: [insert URL].