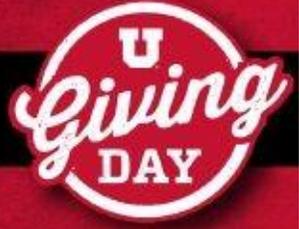


1850 MINUTES OF IMAGINING MORE



Email Content General Guidelines

- We recommend sending 2-3 emails to 20 friends/contacts. With email, it's OK to expand your reach beyond those you feel comfortable texting/calling. Consider including professional contacts, neighbors, and anyone you think will share your passion for UofU (or a specific program).
- Customize the templates – the more personal your message, the better. It's particularly important to tell people why you're supporting the specific program that you are championing.
- Include your personal giving link on all emails.
- Include real time updates on fundraising progress – if you hit a milestone, or if U Giving Day overall reaches a milestone, let your contacts know so they can share the excitement.
- When people reply, keep the conversation going. If they inform you that they already donated, thank them for their support and remove them from remaining emails.

Suggested Date	Suggested Text	Objective
Before Feb 28	<p>Hi NAME,</p> <p>How are you? [Insert a relevant or personal message].</p> <p>I'm emailing today because I am excited to be serving as a "Champion" for U Giving Day.</p> <p>If you're wondering what that is, allow me to explain. U Giving Day is a campaign lasting 1850 minutes (about 32 hours) on March 1-2 that raises money for every corner of the University of Utah and University of Utah Health. Pretty cool!</p> <p>As a champion, I'll be raising awareness for CAUSE, which is a program that means a lot to me. EXPLAIN WHY.</p>	Before U Giving Day, start the conversation with your network.

	<p>Gifts all of amounts count, and because so many alumni, parents, faculty and staff will be giving, we'll be able to make a huge impact together.</p> <p>Would you be willing to join me in support UofU on March 1? I have a personal link that tracks donations so I know how I'm doing as a Champion – if you are able to make a gift, please use this link: INSERT PERSONAL LINK.</p> <p>I'll send a reminder email when the event begins on March 1 – thank you in advance for supporting U Giving Day!</p> <p>YOUR NAME</p> <p>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.</p>	
<p>March 1</p>	<p>Hi NAME,</p> <p>Following up on my last email – today is the big day! U Giving Day just kicked off and our 1850 minutes has begun. Now its up to us.</p> <p>I just made my gift to PROGRAM – it felt good to support a program that I truly care about.</p> <p>I've set a personal goal of helping PROGRAM get five donations including my own – will you be the second?</p> <p>A gift of any amount counts and remember that our combined support is going to add up and make a big difference.</p> <p>Here's the link: INSERT PERSONAL LINK.</p> <p>Please let me know if you have any questions – you can reply to this email or shoot me a text/call. Thank you in advance for your support of U Giving Day.</p>	<p>When U Giving Day begins, its important to send an email to your contacts to remind them. This time, make a more direct ask for their support.</p>

	<p>YOUR NAME</p> <p>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.</p>	
<p>March 2</p>	<p>Dear NAME,</p> <p>There are only a few hours left during U Giving Day!</p> <p>It's been an amazing event so far – we've already raised \$_____ for PROGRAM. Overall, _____ donors have contributed \$_____ to hundreds of UofU programs.</p> <p>Can we add your name to the list?</p> <p>Here's my personal link that tracks donations: INSERT PERSONAL LINK.</p> <p>I set a goal of five donations and so far have achieved ____.</p> <p>I appreciate your support and look forward to sharing the results of U Giving Day with tomorrow.</p> <p>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.</p> <p>Thank you! YOUR NAME</p>	<p>Provide an update to your contacts so they know how well the day is going.</p>
<p>March 2</p>	<p>Dear NAME,</p> <p>There are only a few hours left during U Giving Day!</p>	<p>Alternative update email with less variable content to add (donation amount updates).</p>

	<p>It's been an amazing event so far – thousands of donors have made an enormous impact on hundreds of UofU programs.</p> <p>Can we add your name to the list?</p> <p>Here's my personal link that tracks donations: INSERT PERSONAL LINK.</p> <p>I set a goal of five donations and so far have achieved ____.</p> <p>I appreciate your support and look forward to sharing the results of U Giving Day with tomorrow.</p> <p>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.</p> <p>Thank you! YOUR NAME</p>	
<p>March 3 or later</p>	<p>Dear NAME,</p> <p>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.]</p> <p>U Giving Day received enthusiastic support from around the world. And [project] attracted \$XX from XX donors.</p> <p>Thank you for supporting me during U Giving Day 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!</p> <p>Thank you again, [Your name]</p> <p>P.S. If you intended to donate but ran out of time, you can still make a donation on our project page: [insert URL]</p>	<p>Say thank you to those who made gifts! The university will send official thank you emails, but it never hurts to send a personal note to the people who responded to your calls/texts/emails.</p>