



DAY OF GIVING 03.27.19

Unit Email Toolkit

What emails are being sent centrally?

- Save the Date
 - ◆ *Date* - 2.27.19
 - ◆ *Overview* - formal announcement for NC State Day of Giving through teaser video and copy describing what NC State Day of Giving is
- Two Week Countdown
 - ◆ *Date* - 3.13.19
 - ◆ *Overview* - describe gamification of the day through leaderboards and hourly challenges
- One Week Countdown
 - ◆ *Date* - 3.20.19
 - ◆ *Overview* - video message from high-level ambassador (TBD) and encourage audience to be an ambassador of the day through social media
- One Day Countdown
 - ◆ *Date* - 3.26.19
 - ◆ *Overview* - reiterate gamification of leaderboards and hourly challenges
- Midnight Welcome
 - ◆ *Time* - 12:00 a.m. 3.27.19
 - ◆ *Overview* - message from the chancellor to kickoff day and drive traffic to the website. Mention following on social media to follow hourly challenges and campus updates. Mention that this is a major university priority and he has provided \$200,000 in prize money up for grabs
- Morning Status Update
 - ◆ *Time* - 11:00 a.m. 3.27.19
 - ◆ *Overview* - reminder we are live and drive people to the leaderboards to follow progress throughout the day
- Nighttime Status Update
 - ◆ *Time* - 9:00 p.m. 3.27.19
 - ◆ *Overview* - message from Brian Sischo with key progress indicators from the day and a CTA to help us surpass “x” priority
- Success and Thank You
 - ◆ *Time* - TBD 3.28.19

- ◆ *Overview* - thank you for a successful inaugural NC State day of giving, share success through an infographic

Note - all central emails are sent to the entire Advance database, excluding students. Normal “do not solicit” or “do not email” holds will apply.

Note - for information regarding the separate communication strategy for student NC State Day of Giving, please contact Kara Mulligan (klmullig@ncsu.edu) or Scott Warner (sswarner@ncsu.edu).

What is recommended to the units to supplement the central emails?

- All colleges and units can supplement with up to two additional emails leading up to the day, and up to two emails on the day of (templates below). Emails may be segmented at your discretion (using the provided audience guidelines) or not at all. Segmentations do not count as multiple emails. For example, if you segment your audience into three groups and send them all a unique email, that counts as only one of the emails you may send during that date/time window.
- All emails related to NC State Day of Giving must be sent through the EMDS process. To learn more about EMDS and get trained, contact Suzanne Wardle at slwardle@ncsu.edu or extension 58126. Suzanne will also provide more information for when emails must be submitted for editing and approval.
- **Audience** - to supplement the central emails, you may email anyone who meets the following criteria:
 - ◆ Has a degree from your College
 - ◆ Has given to your college/unit in FY19, FY18 or FY17
 - ◆ Omits to be applied-Annual Giving and University Wide
 - Principal Prospects
 - “Do not solicit”
 - “Remove by Request”
 - “No Email”
 - There will be an additional exclusion list built upon specific removal requests which will be applied to all data request for Day of Giving.
- **Send Dates:**
 - ◆ 3.18.19
 - ◆ 3.24.19
 - ◆ 3.27.19
 - ◆ 3.27.19
- **Links**
 - ◆ Emails leading up to the day should link to dayofgiving.ncsu.edu
 - ◆ Emails on the day should link to your college-specific NC State Day of Giving landing page or dayofgiving.ncsu.edu

Templates

Note - these templates are offered for guidance purposes only. You may elect to use this copy very closely, or you may choose to adjust our [key messages](#) based on what works best with your particular audience. It is strongly suggested that you utilize college/unit-specific replacement copy wherever possible. These templates have been designed generically and can be improved through your unique messaging.

Note - a Day of Giving branded template is available in EMDS to use for the general layout of your email. You will need to add a header image with your college/unit imagery.

Note - as shown in the templates, it is recommended that the colleges/units pick one priority for NC State Day of Giving that will maximize your return, and focus communications on that area. The templates below will have placeholders for your priority where you can insert what is important to your college/unit and then adjust the templates as necessary to communicate how the recipient can help you “win” on NC State Day of Giving. Your priority could be to win a leaderboard for dollars or donors, unlock a challenge match, win a specific hourly challenge, promote a specific fund, etc.

Note - the use of the field `##informalname##` is a pre-existing token in EMDS to populate the recipient’s informal name as it appears in the Advance database. A token also exists for `##formalname##` that will populate the recipient’s formal name.

Note - you do not need to do anything for the field `[insert HTML countdown clock here]`. This will be inserted by university communications during the editing stage of the EMDS process.

Note - CTA buttons are inserted using the EMDS builder and will be displayed at the bottom of your email body copy. Insert copy for your CTA and link to dayofgiving.ncsu.edu or your college-specific landing page.

Note - you will have the ability to edit copy for your afternoon/evening email on 3.27.19 so that you may be responsive to how the day is unfolding. You will need to upload the first draft of your 3.27.19 email copy through the EMDS builder by March 4, and then make live edits on the day.

Template #1
Date - 3.18.19
EMDS deadline: Feb. 25
Time - [your discretion]
From - [College/unit]
Subject - How [College/unit] can win on NC State's Day of Giving!

[insert HTML countdown clock here]

##informalname##,

[College/unit] is gearing up to win on NC State's inaugural [Day of Giving](#) coming March 27! Through the [insert your leaderboard name], we have a friendly competition with colleges and other groups at NC State to each win a share of \$30,000 in prize money for our [insert fund]. When we all join together, we can make a difference for [college/unit] now and in the future.

Help us win the [challenge] by visiting dayofgiving.ncsu.edu between 12 a.m. and 11:59 p.m. on March 27 and make your gift to the [college/unit]. The collective support of the Pack is one of our biggest strengths, and the [challenge] on NC State Day of Giving offers you a chance to increase your impact.

Visit dayofgiving.ncsu.edu today to set a calendar reminder and read our FAQ for more details. [insert optional contact information for more information]

#GivingPack

Template #2

Date - 3.24.19

EMDS deadline: March 5

Time - [your discretion]

From - [College/unit]

Subject - Help [college/unit] think and do the extraordinary on NC State Day of Giving.

[insert HMTL countdown clock here]

##informalname##,

With NC State Day of Giving approaching this Wednesday, it is an exciting time for [college/unit]. Whether NC State gave you the tools to launch a successful career, lifelong friendships, lasting memories, a valuable professional network or the courage to never give up, we're asking you to consider #GivingPack and paying it forward.

The [college/unit]'s biggest priority is our [insert fund name]. Your support of this fund allows us to [insert case statement for donating to fund].

Visit dayofgiving.ncsu.edu today to set a calendar reminder and read our FAQ for more details.

#GivingPack

Template #3

Date - 3.27.19

EMDS deadline: March 4

Time - [morning window]

From - [College/unit]

Subject - Help [college/unit] win today on NC State Day of Giving!

##informalname##,

NC State's inaugural Day of Giving is underway, and [college/unit] needs your help to win a share of \$30,000 in prize money for our greatest needs. Help us win [leaderboard] by giving NOW!

[insert brief version of your case statement].

Visit the [college/unit] Day of Giving page [link] to make a gift, and your donation will be amplified as we compete in the [leaderboard] for our share of \$30,000.

#GivingPack

Template #4

Date - 3.27.19

EMDS deadline: March 4

Time - [afternoon/evening window]

From - [College/unit]

Subject - Final hours for NC State Day of Giving! Let's finish strong.

##informalname##,

With just a few hours remaining in NC State's inaugural Day of Giving, [college/unit] is in [insert standing] on the [leaderboard]! If the day ended now, we would receive [insert share of \$30,000 prize], but we know we can do even better! The more [gifts/dollars/other challenge] we have at the end of the day, the bigger share of the \$30,000 prize we will receive to amplify your gift!

Monitor the leaderboard or make a gift [HERE](#). #GivingPack means your gift goes to work immediately to make a difference in the area of support that means the most to you.

#GivingPack