



COMMUNICATION PLAN | 2022

PRE-ONE DAY FOR UWL COMMUNICATION

- Update your social media channels with graphics
- Put One Day for UWL logo in email signature
- Sign up to be an ambassador and attend a training
- Forward pre-event emails (Sept 20, Oct 11, Oct 17) to friends, colleagues inviting them to support your area on One Day for UWL
- Hang promotional sign/post card
- Attend Lunch & Learn on Sept 27

ONE DAY FOR UWL: OCTOBER 18, 2022 WHAT YOU CAN DO

- Make a gift – any area of campus, any amount
- Invite students or colleagues to join you on the Wittich Lawn party
- Like and Share the event posts on your social channels

DOWNLOAD GRAPHICS HERE:
UWLAX.EDU/GO/GIVINGDAY-DOWNLOADS

ONE DAY FOR UWL WHAT TO EXPECT FROM UWL ADVANCEMENT (MESSAGING)

- Emails throughout the day
- Social media posts throughout the day
- E-receipt for all gifts made on platform

POST-ONE DAY FOR UWL WHAT TO EXPECT FROM UWL ADVANCEMENT

- Printed receipts for gifts made via cash/check
- Thank you and results email
- Stewardship packages mailed



Please feel free to reach out to our UWL Giving Day team
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