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| **Giving Day Internal Marketing Team Activities** | | | |
| **These are activities the Foundation and Alumni Relations**  **marketing and communications department will undertake (Key: Blue = Completed)** | | | |
|  | | | |
| **Project Name** | **Comments** | **Due Date** | **Team** |
| **Messaging** | | | |
| Development of messaging approach | Will begin after Column Five and Annual Giving confirm branding theme and elements | Oct. 20 | Ken Hunter-marketing & PR |
| Message development by audience | ID target audiences with AG; would first like to see results of Alumni Relations survey (likely in-house by Oct. 5) to aid segmentation | Oct. 9—Target audiences agreed upon with AG;  Oct. 26—Messages developed by audience | Ken Hunter-marketing & PR  Nicole Chasan- marketing & PR |
| **Marketing Tool Kit**  (KEY DATES: Comms completes pieces-Oct. 28; AG Final Approval-Nov. 3; Kit available for all-Nov. 4) | | | |
| Giving Day tool kit preview presentation to Rutgers Communicator Network |  | Event: Tues., Sept. 28, 1-3 p.m. | Danielle Chirico-Annual Giving  Nicole Chasan- marketing & PR |
| Slides for 9/28 presentation; presenters confirmed |  | 12 noon, Mon., Sept. 27 | Danielle Chirico-Annual Giving  Nicole Chasan- marketing & PR |
| Presentations |  | 10/20-RUAA Newark Board Meeting; 10/21-BOO Development Committee | Danielle Chirico-Annual Giving  Nicole Chasan- marketing & PR |
| Instructions: how to use kit, social media guidance, and GD team contacts |  | Oct. 28 | Ken Hunter-marketing & PR  Nicole Chasan- marketing & PR |
| Logo, email headers, “thank you” logo, (designed by Column Five) | To include Thank you email header; Column Five developing; Communications available for brand compliance, adding to tool kit | Oct. 28 | Anthony Colella – designer |
| Video bumpers | To include Thank You video bumper; Column Five developing; Communications available for brand compliance, adding to tool kit | Oct. 28 | Samantha Garcia- Multimedia Production |
| Thank you video | Column Five developing; units use to thank donors after GD | Oct. 28 | Anthony Colella – designer |
| Key messages about Giving Day | Include “thank you” post-event messaging | Oct. 28 | Ken Hunter - marketing & PR |
| Customizable/fill-in-the-blanks email blasts for units | May be handled by AG and comms; Potentially 3 (by unit, by grad year, thank you), with posting date suggestions and instructions | Oct. 28 | Nicole Chasan- marketing & PR  Erica Smith- email coordinator |
| Ready-to-go newsletter article about event – fill in the blanks so customizable by unit – and post-event thank you |  | Oct. 28 | Nicole Chasan- marketing & PR |
| Customizable social media posts for units – 6, with posting date suggestions & instructions, plus “thank you” post |  | Oct. 28 | Nicole Chasan- marketing & PR |
| Customizable web site content for unit sites; and “thank you” content |  | Oct. 28 | Theresa Nolan-web coordinator |
| Customizable flyer for units |  | Oct. 28 | Nicole Chasan- marketing & PR  Anthony Colella – designer |
| Crisis alert instructions – to alert partners to what process we’ll follow in the event of issues that require fast action |  | Oct. 28 | Ken Hunter - marketing & PR |
| Email signatures | Include logo and tagline/message; also post event signature | Oct. 28 | Anthony Colella – designer |
| Scarlet Voice social media initiative description, blurb for emails, social media post |  | Oct. 28 | Nicole Chasan- marketing & PR |
| Digital sign copy and slide | For partners with these assets | Oct. 28 | Nicole Chasan- marketing & PR |
| Coverage recap sheet and brief tool kit feedback survey | For units to list (post-event) where & quantity of communication output for tracking | Oct. 28 | Ken Hunter - marketing & PR |
| Donor contact sheet | For units to keep track of donors contacted, to ease sending of thank you notes. | Oct. 28 | Ken Hunter - marketing & PR |
| AG’s final approval of all toolkit pieces |  | Nov. 3 | Point people:  Barbara Turman-AG  Ken Hunter - marketing & PR |
| Development Director Gift Acceptance Recommendations memo | IDs info specifically for unit development directors | Oct. 28 | Danielle Chirico-AG |
| Comms uploads all toolkit pieces to website as pieces approved; informs Rutgers Communicators Network (AG to provide to University Partnership members and GD committee members) |  | Nov. 4 | Ken Hunter - marketing & PR  Nicole Chasan- marketing & PR  Theresa Nolan- web coordinator |
| Promotion of toolkit availability | Includes posting tool kit elements to a web site, notifying comms teams at Rutgers | Nov. 4 | Ken Hunter-marketing & PR  Nicole Chasan-marketing & PR  Theresa Nolan-web coordinator |
| Marketing & PR sends toolkit availability reminder to Rutgers Communicators Network (AG reminds University partnership and GD committees) |  | Nov. 12, Nov. 16, Nov. 17 | Nicole Chasan- marketing & PR |
| **Events** | | | |
| “Unselfie” campaign promotion | The GD Community Engagement Committee will explore partnership/integration with Unselfie creators; comms will promote through social media | Nov. 2 | Nicole Chasan- marketing & PR |
| Not So Random Acts of Kindness | The GD Community Engagement Committee will develop the program; comms will promote through social media | Postings day of | Ken Hunter - marketing & PR  Nicole Chasan - marketing & PR |
| **Public Relations and Editorial Needs** | | | |
| Coordinate with University PR team on coverage and media assets | Potentially to include Rutgers Today, university home pages, working with videographer to do social media posts from the ops center; media relations | Oct. 16 | Ken Hunter - marketing and PR |
| Pitch RUTV on day-of coverage project | Seeking coverage of GD, incl. interviews, student-centered pieces, etc. NOTE: This will not be affiliated with the 24-hours webcast initiative. | Oct. 19 | Ken Hunter - marketing & PR  Nicole Chasan - marketing & PR |
| Pitch Daily Targum on Coverage pre-, day-of, and day-after coverage; Rutgers Observer and Camden Gleaner on pre- and post- coverage |  | Nov. 2 | Ken Hunter - marketing & PR  Nicole Chasan - marketing & PR |
| Pitch consumer media | Potentially split with University Communications; to include Star-Ledger, News 12 N.J., Home News Tribune, New Brunswick Today, New Brunswick Patch, WBRU (NB) and WRNU (Newark) student radio stations | Beginning approx. Nov. 16 | Ken Hunter - marketing & PR  Nicole Chasan - marketing & PR |
| 92Y | Determine potential tie-in with organization for awareness-building | Oct. 21 | Ken Hunter - marketing & PR |
| Establish “operations center” look/feel for Day of media coverage |  | Nov. 17 | Ken Hunter - marketing & PR |
| Inside AR |  | Piece in Nov.19 issue | Nicole Chasan - marketing & PR |
| Faculty & Staff Bulletin |  | Pitch pieces in Nov. 18 and Nov. 25 issues | Nicole Chasan – marketing & PR |
| Day of coordination and contact with media | Working with press (and possibly University Communications) on potential news coverage needs | Dec. 1 | Ken Hunter - marketing & PR  Nicole Chasan - marketing & PR |
| **Social Media** (Key Date: First post on Nov. 17) | | | |
| Develop posting plan and timeline | Possible first post: Nov. 17 | Oct. 22 | Nicole Chasan- marketing & PR |
| Begin soliciting “impact stories” across RU to be included in social media content |  | Oct. 19 | Danielle Chirico-Annual Giving  Nicole Chasan- marketing & PR |
| Scarlet Voice social media advocates – Giving Day recruiting campaign plan and execution | Will be an existing plan; included here just for reference. | Oct. 16 | Nicole Chasan- marketing & PR- |
| Content development for pre-Giving Day posts |  | Oct. 23 | Nicole Chasan- marketing & PR |
| Incorporate #RUGivingDay hashtag into content | Will be ongoing, through Giving Day | Oct. 23 | Nicole Chasan- marketing & PR |
| Partner with University social media team | Determine needs and plan for posting content on University platforms. | Oct. 20 | Nicole Chasan- marketing & PR |
| Guidance to Elizabeth McConnell-Ganges on Radian6 social media measurement needs (and to Column Five) | Depending on what Elizabeth might provide, we seek: Pre/Post tones of voice, volume of shares and impressions | Nov. 2 | Melissa Halpin - AG  Ken Hunter-marketing & PR |
| Outreach to “Humans of Rutgers” Facebook pg. for possible content sharing |  | Nov. 2 | Nicole Chasan- marketing & PR |
| Possible creation of video for Giving Day, using Column Five’s bumpers | May fully revert to Column Five | TBD | Barbara Turman-AG (update to come) |
| Giving Day email signatures for Foundation | Include logo and tagline/message | Nov. 3 | Anthony Colella – designer |
| Content development for day of and post-Giving Day |  | Nov. 12 | Nicole Chasan- marketing & PR |
| Social Toaster | Change prize for GD only | Determined by Nov. 18; Update Social Toaster page by 11/30 | Nicole Chasan- marketing & PR |
| Social media postings on Foundation’s platforms |  | Tentatively beginning Nov. 10 | Nicole Chasan- marketing & PR |
| Possible Giving Day quiz developed for TryInteract site. | Only if separate from initially planned quiz | Created by Nov. 13 | Theresa Nolan-web coordinator  Ken Hunter-marketing & PR Kaitlin Casey-writer |
| Day-of postings on Foundation social media platforms, including Tag Board |  | Dec. 1 | Nicole Chasan- marketing & PR |
| **Emails** (Key date: first email Nov. 17) | | | |
| Draft/distribute emails to Alumni and Foundation lists (partner with Melissa Halpin and Danielle Chirico on content direction by email) | Schedule TBD (6 total; potentially including save the date, day prior, 3 day-of [#2-can be segmented by unit; #3 can be segmented by year], post-event thank you) | Potentially to be sent starting Nov. 17 | Ken Hunter-marketing & PR  Nicole Chasan-marketing & PR  Erica Smith- email coord. |
| Charter group email template | Create and distribute in advance, with guidelines, to groups to use | Nov. 4 | Anthony Colella – designer |
| Create email opt-out option for Giving Day emails only |  | By Nov. 17, or date of first email | Erica Smith- email coord. |
| **Web Site** (Key date: informational page up Nov. 2) | | | |
| Buy web domain for Giving Day and arrange for hosting by Rutgers; provide domain to Kimbia | If domain options not based on Column Five branding, available: RutgersGivingDay.com, RUGivingDay.com, RUGiving.com, RGivingDay.com | Oct. 12 | Theresa Nolan-web coordinator |
| Develop web page where tool kit will reside | For access by schools/units | Nov. 2 | Theresa Nolan-web coordinator |
| Development of & post informational Giving Day landing page | Kimbia will host (launch week of Nov. 17) | Nov. 17 | Theresa Nolan-web coordinator  Melissa Halpin-AG |
| Develop and post content to Foundation and Alumni Relations web sites |  | Announcing GD Nov. 17; change to GD active on Dec. 1; thank you on Dec. 2 | Theresa Nolan-web coordinator |
| Giving Day web site content writing and posting (Column Five develops landing page header for RU page and Kimbia) | Will include videos and more | Informational page-Nov. 2; Updates prior to GD; Day of needs, Day after updates | Theresa Nolan-web coordinator |
| Set up day-of report pulls on donations, automate to send to Gina day-of | Melissa Halpin works with Theresa Nolan to determine needs | Nov. 13 | Theresa Nolan-web coordinator |
| **Other Needs** | | | |
| Branding review/feedback | Give brief, timely reviews to concepts and visual elements to ensure university branding is met | As needed (likely throughout campaign) | Ken Hunter-marketing & PR (point person for Communication team involvement on this) |
| Crisis plan development | Will also include where it will be posted, message points for call/email receivers, team contact info, etc. | Nov. 2 | Ken Hunter-marketing & PR |