



2022 COMMUNICATION PLAN

As more people join in spreading the One Day for STATE (ODFS) message, we felt it was essential to develop and share a communication plan to provide clarity and consistency in our messaging. **Below, you'll find the Foundation's communication plan, along with supplemental tactics that you and your team can implement to help spread the word to a wider audience.**

While it's exciting to share the ODFS message with everyone, we want to be very mindful to not overwhelm our donors and alumni with too many communications. We hope the plan below identifies strategies covered by the Foundation and outlines areas where your team can help!

You and your team are an instrumental part of the day's success, helping spread the excitement like wildfire. Thank you for your dedication to making One Day for STATE successful!

TOOLS PROVIDED FOR YOU TO USE:

One Day for STATE logo, fonts, and brand colors

Challenge graphics

Branded email header graphic

Social media graphics (Facebook, Twitter, and Instagram)

- Save the Date graphics
- Countdown graphics
- Cover/profile photos
- Social ambassador badge graphic
- Student gift impact graphic
- Faculty/staff gift impact graphic
- "I Donated" and "Thank You" graphics

Social ambassador toolkit

- Sample social media posts
- Sample personal email content to connect with your friends and peers
- Case studies showcasing best practices

ODFS graphic for your email signature

Links to the One Day for STATE promotional videos

Opening and closing video graphics for your own videos

Printable thank you card template

College-specific results infographic (post-event)

PRE-ODFS COMMUNICATION EXECUTED BY THE FOUNDATION:

July 8 - Countdown webpage goes LIVE

August 8 - Share date on social media (**1 month away!**)

August 15 - Direct mail piece to alumni and friends

August 25 - "Save the Date" email

September 1 - "College Challenge Introduction" email

September 7 - "Get Ready for Tomorrow" email

Create Facebook events for all ODFS activities

Social media (Facebook, Twitter, Instagram)

Digital Ads

IDEAS FOR YOUR TEAM TO EXECUTE:

Encourage your faculty and staff to sign up as social advocates to promote your college or program.

Join the "SDSU Social Ambassadors" Facebook group for additional content and tips.

Build a day-of social media plan to highlight ways to celebrate your college.

Build your social media following. Contests with a small SDSU-themed prize are effective!

Share the ODFS Facebook events and RSVP "attending"

Continue to build hype and excitement on your social media platforms.

DAY-OF-ODFS COMMUNICATION EXECUTED BY THE FOUNDATION:

Two or three mass emails to alumni/donors throughout the day

- Challenge Kickoff
- Challenge Status (depends on day's progress)
- Initial Results

Social media (Facebook, Twitter, Instagram) and Digital Ads

Update Social Ambassador Facebook page with new content to share

Push out updates (**NEW!**) on the ODFS website

ThankView stewardship videos

Text messaging

All gifts will receive a gift acknowledgment

IDEAS FOR YOUR TEAM TO EXECUTE:

Forward ODFS emails to your faculty/staff and student email lists and encourage them to join in the day's activities.

Promote your college's challenge(s) on social media and through email. Engage your audience by utilizing the challenge donor's photos and bio provided to you.

Share video testimonials on social media of how gifts will impact your college.

Share a personal plea, a video telling the story of why you're passionate about participating in ODFS. These videos can be uploaded to the ODFS website by advocates. Repurpose that same video and send it to your friends and family through text or messenger asking for their support.

Have LinkedIn, SnapChat or TikTok accounts? Share the message on those platforms too.

POST-ODFS* COMMUNICATION EXECUTED BY THE FOUNDATION:

**Dates subject to change*

September 9 - Thank you and initial results messaging on social media/digital ads

Week of September 12 - "Final Results/Thank You" email

Week of September 27: Deans will receive list of their college's donors

Week of October 3: Deans will receive a gift analysis:

- Gifts broken down by department/area
- Number of gifts and total amount
- College overall and first-time donor count
- Demographic breakdown of gifts by students, faculty/staff, alumni, friends

"Thank You" message to challenge donors from President Dunn

"Thank You" postcard for first-time donors

Continued stewardship throughout the year

IDEAS FOR YOUR TEAM TO EXECUTE:

Send a "Thank You" email to your students and faculty/staff for participating.

Host a celebration to thank your team for all their hard work.

Create and share your own "Thank You" video on social media.

Write handwritten notes to donors.

Share your college-specific results infographic on social media.

Utilize your college magazine/newsletter to celebrate the success and share how the funds raised during ODFS will be used.

Questions

Please feel free to reach out to our One Day for STATE team
at onedayforstate@sdstatefoundation.org
or call **605-697-7475** and ask for Erin or Heidi.