AGENDA:

1. Welcome and Introductions
   Anthony King
   Chair

2. The Strategy Behind UC San Diego’s First Giving Day
   Ann Fisher
   University Development
   Aisling Williams
   University Development

3. Group Discussion: Video Production
   All

4. Member Updates
   All

The first ever UC San Diego Giving Day will happen on May 16. One day. The campaign will last 1960 minutes in honor of our founding year – that’s 32 hours. The clock starts at 6 a.m.

To help, Annual Giving has created a toolkit of various digital assets, content suggestions, resources, and guidelines. The toolkit includes email samples, headers, various social media assets and more. Edits to imagery, taglines or content is not allowed. If you have any questions about the toolkit or how to best use these resources, please contact Aisling Williams at apw008@ucsd.edu or Ann Fisher at a2fisher@ucsd.edu. Aisling and Ann will send link to the Toolkit in advance of Giving Day.

Toolkit Contents:
- u.give Ambassadors: a how-to guide for employees and volunteers
- Promotional Calendar: we are asking all campus partners to engage on their communication channels.
- u.give Logos
- Social Media: includes Facebook frames, Snapchat filter, sample posts and more.
- Email: templates, guidelines, header, blog image
- Crowdsurf
- Desktop Wallpaper
Challenges
Encourage your supporters to participate in any (or all) of the social media challenges for a chance to unlock extra funds for the cause of their choice. We have presented three versions for employees, alumni and parents—you can also create your own custom one. Make it fun and humorous! For example, make a challenge between the colleges, and a member of the leadership would have to wear the shirt of winning college.

Two 5’2 cutouts of the Sun God will roam around campus to promote awareness of Giving Day with the hope people will take photos and include the hashtag.

FAQ Sheet (PDF)
Here you will find guidelines on when we will begin to promote on social media, how your unit can help, how to increase participation during Giving Day, how often to post on your respective channels and ideas for posts.

We plan to send eight emails throughout Giving Day, going out to about 300,000 subscribers. We will include a disclaimer that this is a short campaign and excuse the emails, we are excited! Our campus partners will also be sending emails to their constituents, feel free to include this disclaimer as well. We don’t know what they all feel passionate about, and understand we may get some opt-outs.

What does it mean to be an ambassador? Sign up here.

Goal
Our internal goal is 1,960 gifts, every minute somebody make a gift (average is 1,000-2,000 gifts for other institutions). We are hoping this is going to be a great engagement tool for those who have never given before. We believe many will be returning donors.

The industry standard practice is to not set a goal, otherwise donors feel defeated, especially in first year when you don’t know what to expect. Our goal is simply participation. We will follow up with two thank you emails afterward, describing what we accomplished. We encourage each unit to also send out personal thank you notes and engage donors in the next year, especially if they are new.

Send us ideas, even if we can’t do it this year. Goal is to learn what we don’t know about running a giving day so we can do it next year.

Video discussion
*See the full attachment of resources from Anthony

- All videos should have consistent university branding. See guide here: https://ucpa.ucsd.edu/brand/applications/video/
- Every video needs captioning to be accessible to all viewers.
- YouTube free music for videos: https://www.youtube.com/audiolibrary/music
- Use of drones on campus: https://blink.ucsd.edu/safety/risk/uas-drones.html

Video Services on Campus:
- Creative Services and Publications (get in touch a couple months in advance)

Marketing Council Listserv: ucsd-marketing-council-l@mailman.ucsd.edu
UC San Diego
Marketing Council

- Visual Media Group
- UCTV
- Imprints
- Qualcomm Institute
- Library Tech Lending

Member Announcements

Alumni Celebration Weekend May 31-June 2
Will include numerous events such as Taste of UC San Diego, Triton Talks, Future of Campus Tour, and more.

5 Chances to Win $300 in Lyft Rides Apr. 1-June 3

NEXT MEETING: Wednesday, May 22, 2019