



# 2021 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:

One Day for STATE logo, fonts, and brand colors

Challenge graphics

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" graphic
- "Thank You" graphic

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:

August 2 - Share date on social media

August 2 - Countdown/Social Ambassador Portal goes LIVE

August 16 - Direct mail piece to alumni and friends

August 19 - "Save the Date" email

August 26 - "College Challenge Introduction" email

September 1 - "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 ambassadors 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)

Digital Ads

ThankView stewardship videos

Text messaging

All gifts will receive a gift acknowledgment

## POST-ODFS\* COMMUNICATION EXECUTED BY THE FOUNDATION:

*\*Dates subject to change*

September 3 - Thank you and initial results messaging on social media/digital ads

Week of September 6 - "Final Results/Thank You" email

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

Week of September 27: 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:

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

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

Send personal messages (email, text, Facebook messenger) to your friends and family, asking for their support.

Rally members of your team to focus on advocating for scholarship support.

Promote your college's challenge on social media.

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

## 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](mailto:onedayforstate@sdstatefoundation.org) or call **605-697-7475** and ask for Erin or Heidi.

  
*One day for*  
**STATE**

2021 Results

**24** HOURS **5,438** DONORS  
**\$1,940,896** RAISED

**7,148**  
GIFTS 

**5,942**  WERE  
  
OR LESS

 **517**  
STUDENTS  
DONATED  
**\$9,500**

 **484**  
FACULTY + STAFF  
DONATED  
**\$101,422**

GIFTS MADE FROM:



AND  
**13 COUNTRIES**

GIFT FARTHEST  
FROM BROOKINGS

**Duncraig,  
Australia**



**639**

SOCIAL  
AMBASSADORS  
HELPED SPREAD  
THE WORD AND  
GENERATED

**\$108,789**



YELLOW & BLUE  
**BLOCK**  
*Party*

*One day for* **STATE**



JACK WILL  
 BE THERE!  
 WILL YOU?

**Bust out your yellow and blue and  
 join us for a night of celebrating SDSU!**

The Yellow and Blue Block party is an opportunity for students to connect with current Jackrabbits and learn about countless areas of study at SDSU. From academic experts to university museum staff to the stars of Jackrabbit Athletics, the Yellow and Blue Block Party is the perfect way to be part of what comes next at State.

Pride of the Dakotas

FREE SDSU Ice Cream

Food Trucks

Pep Rally

Bounce Houses

Bummobile

SDSU Athlete Autographs

Kids' Activities

**Sept. 2** *from* **5-8 pm**  
**Alumni Green**

SDSU Alumni Center - 815 Medary Ave.



This event is part of **One Day for STATE**, a 24-hour challenge for all Jackrabbits to join together to celebrate SDSU and the impact that can be made through private gifts.

[www.onedayforstate.org](http://www.onedayforstate.org)



## TOGETHER AS ONE, LET'S SHOW OUR JACKRABBIT PRIDE ACROSS THE GLOBE!

- 1 Cut out the paper "foam finger" using the dotted lines.
- 2 Fold in half using the center line, fold the tab over the back, and staple or tape to fully assemble.
- 3 Take a photo or video with your "foam finger," showing off your location.
- 4 On Sept. 2, share your photo or video on social media.
  - Use **#onedayforstate**.
  - Tell us where you are in your **description**.
  - Make sure your post is "**public**" so we can see it.
  - We'll share our favorites and give away **prizes** for the most creative photos and videos.

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