

# Email Marketing Plan



SEND DATE	SEND TIME	EMAIL MESSAGE	SIGNATORY
THURSDAY, MARCH 20	TBD	Save-the-Date	UGA Dawg Day of Giving
WEDNESDAY, MARCH 26	TBD	Day Before DDOG	TBD
THURSDAY, MARCH 27	6:00 a.m.	Dawg Day of Giving	President Jere W. Morehead
THURSDAY, MARCH 27	9:00 a.m.	Dawg Day of Giving	Coach Kirby Smart
THURSDAY, MARCH 27	12:00 p.m.	Dawg Day of Giving	Schools, Colleges & Units
THURSDAY, MARCH 27	4:00 p.m.	Dawg Day of Giving	TBD
THURSDAY, MARCH 27	9:00 p.m.	Dawg Day of Giving	TBD
FRIDAY, MARCH 28	TBD	Dawg Day of Giving Recap + Thank You	UGA Dawg Day of Giving