

Email Marketing Plan



SEND DATE	SEND TIME	EMAIL MESSAGE	SIGNATORY
THURSDAY, MARCH 19	TBD	Save-the-Date	UGA Dawg Day of Giving
WEDNESDAY, MARCH 25	Morning	Day Before DDOG	David Chandley, ABJ '84 Fox 5 Storm Chief Meteorologist
THURSDAY, MARCH 26	Early Morning	Dawg Day of Giving	President Jere W. Morehead
THURSDAY, MARCH 26	Mid-Morning	Dawg Day of Giving	Schools, Colleges & Units
THURSDAY, MARCH 26	Afternoon	Dawg Day of Giving	Michelle G. Cook
THURSDAY, MARCH 26	Early Evening	Dawg Day of Giving	Coach Kirby Smart
THURSDAY, MARCH 26	Evening	Dawg Day of Giving	UGA Dawg Day of Giving
FRIDAY, MARCH 27	TBD	Dawg Day of Giving Recap + Thank You	UGA Dawg Day of Giving