



EMAIL MARKETING PLAN

DAWG DAY OF GIVING | MARCH 30

SEND DATE	SEND TIME	EMAIL MESSAGE	SIGNATORY	SWAG COMPONENT
Tues., March 21	TBD	Save-the-Date	TBD	None
Mon., March 27	TBD	Red + Black Blast	N/A	None
Wed., March 29	2:00 p.m.	Giving Day Teaser	TBD	None
Wed., March 29	TBD	Red + Black Blast	N/A	None
Thurs., March 30	12:00 a.m.	Giving Day	President Jere Morehead	Glory, Glory to Ole Georgia Sticker
Thurs., March 30	8:00 a.m.	Giving Day	Coach Kirby Smart	Temporary Tattoo
Thurs., March 30	12:00 p.m.	Giving Day	Schools, Colleges & Units	None
Thurs., March 30	4:00 p.m.	Giving Day	TBD	UGA Koozie
Thurs., March 30	9:00 p.m.	Giving Day	TBD	Keychain
Friday, March 31	TBD	Giving Day Recap/Thank You	TBD	None