



## EMAIL MARKETING PLAN

SEND DATE	SEND TIME	EMAIL MESSAGE	SIGNATORY	SWAG COMPONENT
Tues., March 19	TBD	Save-the-Date	Lee Zell	None
Mon., March 25	TBD	Day Before DDOG	Jennifer Bellamy	None
Tues., March 26	6:00 a.m.	Giving Day	President Jere W. Morehead	UGA sticker sheet
Tues., March 26	9:00 a.m.	Giving Day	Coach Kirby Smart	UGA sticker sheet
Tues., March 26	12:00 p.m.	Giving Day	Schools, Colleges & Units	None
Tues., March 26	4:00 p.m.	Giving Day	TBD	UGA sticker sheet
Tues., March 26	9:00 p.m.	Giving Day	TBD	UGA sticker sheet
Wed., March 27	TBD	Giving Day Recap/Thank You	TBD	None