

	Ambassadors	ODOKU Donors	Donors, Lapsed, Inactive	Non Donor	Students
2-Jan		Save the Date email to all past ODOKU donors			
19-Jan		One Month Out Save the Date, ambassador incentives, link to hmpg	One Month Out Save the Date, ambassador incentives, link to hmpg	One Month Out Save the Date, ambassador incentives, link to hmpg	
2-Feb	Reminder to all past to sign up for this year - Amb. Day	Ambassador Recruitment Day		Hype video / promote swag item with a gift / impact stories	
9-Feb		One Week Out Segmented by gift area with link to area	One Week Out Segmented by gift area with link to area	One Week Out Highlight matches and challenges; link to hmpg	
13-Feb	To FY23 Amb. - ODOKU is this week. Start hyping & resources				Announce ODOKU and on campus events and student block party
15-Feb	Text - To any past Amb that haven't signed up - reminder to do so.	Day before reminder; same as OWO with M/C link to unit page	Day before reminder; same as OWO with M/C link to unit page		
16-Feb Day of #1 12 a.m.	10am: Today is the day - don't forget resources	Segmented by gift area with link to area	Segmented by gift area with link to area	Highlight matches and challenges; link to hmpg	Promote events and social media challenges
16-Feb Day of #2 5 p.m.	send to all ambassadors - one last push	Last chance to give; link to hmpg	Last chance to give; link to hmpg		
17-Feb	Thank you & Results	Thank You & results			