

COLLABORATOR MANUAL TABLE OF CONTENTS

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Reminders

Time Change

- February 20-21, 2025, from Noon to Noon

Early Giving Period

- February 3 - February 20 at 11:59 am CST
- All gifts made during the early giving period and intended to support One Day One KU will be counted toward giving day totals.
- Gifts made during the early giving period will not count toward power hours but will count toward unit challenges and global leaderboards.

Challenges

- Definition: Participation based - a reward is unlocked for reaching a quantitative goal (i.e., An anonymous donor will contribute \$2,000 when 50 gifts are received in support of engineering scholarships.)
- Best Practices: Challenge gifts play a significant role in the success of One Day One KU, as they are statistically proven to drive results, increasing both gift count and gift amount.
- Donors are 27%-30% more likely to give when presenting with a matching/challenge opportunity
- Challenges only (no matches) will be secured by KU Endowment's Annual Giving staff
- If you are securing challenges for your unit, please communicate all required information to Annual Giving using this form:
<https://kuendowment.org/one-day-one-ku-challenge/>

Communications

ONE DAY ONE KU

One Day One KU Brand Statement

One Day. We honor the historic day in February when a single vote brought the University of Kansas to Lawrence with a spirited 24 hours of fundraising. **One KU.** Jayhawks and friends from around the globe come together with gifts of all sizes for one goal — to support a world-class university and health system that advances society. With this collective effort, **One Day One KU** is transformative.

SUBMARK



THEME/TAGLINE

the next **BIG IDEA** starts here.

The power of community can collectively ignite the next BIG IDEAS, which are already in the hearts and minds of Jayhawks. Your generosity and support will help fuel the flame of innovation, contribute to cutting-edge research, transform student services, and build healthy and vibrant communities.

COLOR PALETTE



KU BLUE
C100
M55
Y0
K5
#0051ba



CRIMSON
C0
M100
Y80
K5
#e8000d



YELLOW
C0
M15
Y100
K0
#ffc82d



GREY
C5
M0
Y0
K45
#85898a



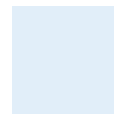
NIGHT
C95
M74
Y7
K44
#003459



WHEAT
C0
M32
Y100
K0
#f2a900



SKY
C52
M0
Y1
K0
#73cbf2



STEAM
C10
M2
Y0
K0
#dde5ed

FONTS

Gotham Bold
Gotham Bold Italic
Gotham Book
Gotham Book Italic

Chronicle Text G1 Bold
Chronicle Text G1 Bold Italic
Chronicle Text G1 Roman
Chronicle Text G1 Italic

HOW TO STYLE THE WORDS: One Day One KU

Use spaces but no italics or periods: One Day One KU

Data

If you need data to facilitate your outreach for One Day One KU:

- Submit your data request to odoku@kuendowment.org
- In order to facilitate your request, a signed information sharing policy must be on file with KU Endowment (we will verify this for you and if not, provide the policy for you to sign)
- Lists will be screened for those with applicable holds and unsubscribes
- A file with available donors and graduated alumni in a predetermined format will be emailed to you.

Email Calendar

One Day One KU Email Calendar				
	Previous ODOKU Donors	Everyone else	KU Faculty & Staff	Suggested unit email communication dates
11/13/2024	Save the Date ThankView from Dan Martin	Save the Date ThankView from Dan Martin		
Between 12/10 and 12/12				Dean or director message to faculty/staff - sign up to be ambassador with link https://onedayoneku.org/pages/ambassador-landing-page-3
1/13/2025	Impact stories newsletter w/amb signup	Impact stories newsletter w/amb signup		
Between 1/22 and 1/24				One Month Out email message
2/3/2025	Informational "Guide to Giving Day" - link to power hrs - ambass signup	Informational "Guide to Giving Day" - link to power hrs - ambass signup	Email from Chancellor to all univ fac/staff promoting ODOKU	
Between 2/10 and 2/12				One Week Out email message
2/13/2025	OWO, hype video, power hrs	OWO, hype video, power hrs		
2/19/2025	Day before reminder	Day before reminder		Day Before email message
2/20/25 #1	Today is the day!	Today is the day!		
2/20/25 #2	There's still time!	There's still time!		First Day email message
2/20/5 #3	You're still up? Make your gift!!	You're still up? Make your gift!!		
21-Feb	Last chance to give	Last chance to give		Second Morning email message
24-Feb	Thank You & results to all FY25 donors			

Ambassadors

SIGN UP page

The Ambassador toolkit can be found on the GET INVOLVED page on the One Day One KU website. It contains:

- Ambassador specific graphics
- Example social posts
- Example email messaging

Gamification - Leaderboards

Leaderboard Title	Total Leaderboard Amount	Description	Details
Participation Challenge	\$85,000	The Participation Challenge Leaderboard tracks the total number of gifts of schools and units in real time on giving day. Description: The 10 units with the largest number of gifts on One Day One KU will win a share of \$85,000.	Global leaderboard to incentivize the top ten participating schools/units with bonus dollars that bring in the largest number of gifts in rank order. Bonus dollars: \$16k, \$14k, \$12k, \$10k, \$8k, \$7k, \$6k, \$5k, \$4k, \$3k
Donation Leaderboard	\$50,000	The Donation Leaderboard tracks the total dollars raised by schools and units in real time on giving day. Description: The top ten units with the largest amount raised on One Day One KU will win a share of \$50,000.	Global leaderboard to incentivize the top ten participating schools/units with bonus dollars that bring in the largest amount of dollars in rank order. Bonus dollars: \$10K, \$8.5K, \$7.5K, \$6.5K, \$5K, \$4K, \$3K, \$2.5K, \$2K, \$1K
Meet the Challenge	\$50,000	The Meet the Challenge Leaderboard tracks the total number of gifts brought in by schools and units in real time on giving day. Bonus dollars will be awarded to the top units who have the highest percent increase over their best year of gifts on One Day. One KU. *New One Day One KU participants are not eligible to participate in the Meet the Challenge Leaderboard. Note: New Participating units are not eligible. Description: Beat your best gift total on 2025 One Day One KU and win a share of \$50,000.	Beat your best year from One Day One KU givingGlobal leaderboard to incentivize the top ten schools/units with bonus dollars that has the largest % increase in total gifts over their best year. Bonus dollars: \$10K, \$8.5K, \$7.5K, \$6.5K, \$5K, \$4K, \$3K, \$2.5K, \$2K, \$1K
Planned Gift Leaderboard	\$10,000	The Planned Gift Leaderboard tracks the total number of planned gifts by unit in real time on giving day. Description: The top three units with the most planned gift commitments on One Day One KU will win a share of \$10,000.	Global leaderboard to incentivize the top three schools/units with bonus dollars that have the most documented planned gifts. Bonus dollars: \$5k, 3K, \$2K
Student Org Leaderboard	\$12,500	The Student Org Leaderboard tracks the total dollars raised by student organizations in real time on giving day. Description: The top five student orgs with the largest number of gifts on One Day One KU will win a share of \$12,500.	Global leaderboard to incentivize the top five student orgs with bonus dollars that bring in the largest number of gifts. Bonus dollars: \$4k, \$3.5 K, \$2.5K, \$1.5K, \$1.0K

Gamification - Power Hours

Power Hour Title	Total Power Hour Amount	Description
First Gift Bonus	\$500	The unit receiving the very first gift of the day will win \$500 in bonus funds!
Kick off Power Hour	\$5,000	The top two units receiving the most gifts from noon-1pm win \$3,000 and \$2,000 in bonus funds, respectively!
Student Org Power Hour #1	\$1,500	The student org receiving the most gifts from 1pm-2pm wins \$1,500 in bonus funds!
Most Gifts Power Hour #1	\$2,000	The unit receiving the most gifts between 2pm-3pm wins \$2,000 in bonus funds!
New Donor Power Hour	\$2,000	The unit receiving the most gifts from new donors between 3pm-4pm wins \$2,000 in bonus funds!
Most Gifts Power Hour #2	\$2,000	The unit receiving the most gifts between 4pm-5pm wins \$2,000 in bonus funds!
Happy Hour Power Hour	\$3,000	The unit receiving the most gifts from 5-7pm (CST) wins \$3,000 in bonus funds!
Faculty/Staff Power Hour	\$3,000	The top two unit receiving the most gifts from faculty /staff between 7pm-8pm wins \$2,000 and \$1,000 in bonus funds, respectively! Please be sure to identify yourself as faculty/staff on the giving form.
Alumni Power Hour	\$5,000	The unit receiving the most gifts from alumni donors between 8pm-10pm wins \$3,000 and \$2,000 in bonus funds, respectively!
Most Gifts Power Hour #3	\$2,000	The unit receiving the most gifts between 10pm-11pm wins \$2,000 in bonus funds!
Most Gifts Power Hour #4	\$2,000	The unit receiving the most gifts between 11pm-midnight wins \$2,000 in bonus funds!
All-Nighter Power Hour	\$2,000	The unit receiving the most gifts between midnight and 6am (CST) wins \$2,000 in bonus funds!
Rise & Shine Power Hour	\$2,000	The unit receiving the most gifts between 6am and 7am (CST) wins \$2,000 in bonus funds!
Most Gifts Power Hour #5	\$2,000	The unit receiving the most gifts between 7am-8am wins \$2,000 in bonus funds!
Student Org Power Hour #2	\$1,500	The student org receiving the most gifts from 8am-9am wins \$1,500 in bonus funds!
Most Gifts Power Hour #6	\$2,000	The unit receiving the most gifts between 9am-10am wins \$2,000 in bonus funds!
New Donor Power Hour	\$2,000	The unit receiving the most gifts from new donors between 10am-11am wins \$2,000 in bonus funds!
Last Chance power hour	\$3,000	The unit receiving the most gifts in the last hour of giving day wins \$3,000 in bonus funds!

GrataVid

Invitation

- An invitation will be sent to you through the Gratavid platform to video a thank you message from your dean/director. This integrates with our giving day platform and allows an immediate thank you to be sent via email to your One Day One KU donors.
- Alternately, if you have already recorded a thank you message from your dean/director, it can be emailed to me directly at rgillespie@kuendowment.org.

Recording Tips and Techniques

You can record directly to Gratavid from your desktop or mobile device. Here are some tips to make sure your recordings look and sound great:

- Video can be recorded either vertically or horizontally
- Choose a location that provides balanced lighting. Webcam/phone cameras tend to get very grainy in low light. Consider shooting outside (weather permitting) or in offices with ample amounts of natural light.
- Choose a location that is not backlit.
- Avoid echo chambers. Sparse offices or conference rooms with glass walls can create an echo. If you're recording directly into the platform via your computer webcam or phone, we suggest choosing a space with good acoustics.
- Avoid blustery locations. A camera phone's mic can often make a gentle breeze sound like typhoon, which will overpower your recorder's message.
- Choose a flattering angle for your recorder. Put your laptop on a stack of books so your recordings are at eye level rather than from below, which is not usually a person's best angle.
- Keep video to maximum 30 seconds

What to say in your Video

- Introduce yourself.
- Express thanks and gratitude on behalf of your school/unit
- Emphasize how the donor's gift will positively impact your school/unit.
- Thank donor once again for making a lasting impact through their support on One Day One KU.
- Closing

Social Outreach

Social Outreach Calendar can be found [here](#).

Social media toolkits can be found on the [Participating Unit Resource Page](#).

The toolkit contains:

- Social graphics for posting:
 - Save the Date
 - One Week Out
 - Day Before
 - Day Of
 - Thank You
- For channels:
 - FB and LinkedIn
 - IG
 - Story
 - X

The Participating Unit Resource Page also contains:

- Collaborator Manual
- One Day One KU Email Calendar
- Unit - Specific graphics (2 for each unit)
- What is One Day One KU? video

We will also provide you with a Bitly link to your ODOKU landing page once we have your page copy, images and/or videos and the page is built.