



**KU Endowment Email Outreach Calendar**

<b>Date</b>	<b>Content Description</b>
February 26	Save the date
March 5	Impact story email #1
March 18	Ambassador recruitment email #1
March 25	Impact stories newsletter
April 8	Hype video & momentum building
April 13	Ambassador recruitment email #2
April 21	One week out – plan your One Day One KU
April 27	Day before
April 28 – noon	Day of email #1
April 28	Day of email #2 – real time updates
April 29	Day of email #2 – last chance!
May 1 or 4	Thank you and results email