Schedule of Events

Days of Giving 2024 Tentative
Schedule of Events

MARCH 14th

Theme: Undergraduate Giving & Ambassador Challenges

WHEN	WHAT	WHERE	WHO
8:00 a.m.	DOG Crowdfunding site goes live	GiveCampus	All participants
8:00 a.m.	Email announcing start of DOG	CauseVid	All members
9:00 a.m.	Targeted texts to challenges	Mogli for SF	Those in challenges
11:00 a.m.	Pi Day Giving challenge promotion	Email & Social Media	All participants
1:00 p.m.	Undergrad livestream	Social Media	Undergraduates
3:00 p.m.	Challenge spotlights	All platforms	Those in challenges
7:00 p.m.	Pies thrown	Social Media	Staff & volunteers

MARCH 15th

Theme: Founders' Club & VNAD Giving

WHEN	WHAT	WHERE	WHO
9:00 a.m.	Targeted texts to challenges	Mogli for SF	Those in challenges
9:00 a.m.	Emails to $249 and under	Predictive	$249 and under
11:00 a.m.	VNAD Focus & Staff livestream	Predictive & Social Media	All participants
2:00 p.m.	First-time donors promotion	Predictive & Social Media	Lapsed donors
7:00 p.m.	In-person events & TDTs	Columbus, Milwaukee, Southern California	100-mile radius

Schedule of Events

Days of Giving 2024 Tentative
Schedule of Events

MARCH 16th

Theme: Ambassador Challenges & Friends & Final Push

WHEN	WHAT	WHERE	WHO
9:00 a.m.	Challenge focus	All platforms	Those in challenges
10:00 a.m.	Chapter updates	CauseVid, Social Media	All participants
1:00 p.m.	Friends of Triangle	Social Media	All participants
3:00 p.m.	Power hour	All platforms	All participants
6:00 p.m.	Chapter updates	CauseVid, Social Media	All participants
8:00 p.m.	Final countdown begins	All platforms	All participants

MARCH 17th

Theme: Founders' Club & VNAD Giving

WHEN	WHAT	WHERE	WHO
9:00 a.m.	Last chance email	Predictive & Social	Non-DOG donors
11:59 p.m.	Close site	GiveCampus	All participants