

GradLab/Giving Day Planning Meeting
 February 9, 2018
 11:00am- 12:00pm

Giving Day 3 Weeks Away!

Attendees:

- Julia
- Kimberly
- Daniel
- Adriene
- Suraiya
- Rachel

GradLab/Giving Day-Plan our Giving Day Event activities, and determine our challenge strategies.

Giving Day Challenges 2018				
Challenge	Time	First Place	Second Place	Third Place
Night Owl	12-1 AM	\$1,000	\$500	
Early Riser	7-8 AM	\$1,000	\$500	
Morning Mania	10-11 AM	\$1,000	\$500	
Mid-day Motivator	12-2 PM	\$2,500	\$1,000	\$500
Happy Hour	3-4 PM	\$1,000	\$500	
Mad Dash	6-8 PM	\$5,000	\$2,500	\$500
Final Frenzy	All day	\$10,000	\$5,000	\$2,500

1. Giving Day Challenge Pop-up [UPDATED 2/9 3 pm meeting with Rachel, Danielle, Suraiya)
 - a. Iveta will give 10% of proceeds from anyone who share our page and gives a donation to GradLab
 - i. Table outside Iveta
 1. GradLab will have 1-2 laptops for people to make donations
 2. Danielle (or other staff) will take orders on a tablet, will donate 10% to GradLab. Yay!
 - ii. Send Danielle the links for events, campaign, and FB page
 - iii. Send Danielle t-shirts
 - iv. NB: Iveta's FB page has to co-host so that it shows up on their page too (to give them incentive to give us a discount)
 - b. Promotion
 - i. One flyer with all three events
 - ii. Flyers for each event for day-of circulation

2. GradLab Team Volunteer Sign Ups
 - a. [GoogleDoc](#) for internal circulation: **sign up by 2/16** for day-of online promotions; pop-up (show up in a Giving Day t-shirt!) during designated challenge times
 - b. Commit to a Giving Day Challenge time block
 - i. Engage the GSC Governing Board and GSA Council members and reps
 - ii. Kimberly: CORE and other team members working with Oakes STEM outreach

3. Determine our network strategies. Who is in our Network? (5 mins)
 - a. **All:** Start Now!- Make a list of 20 people that would share your post on Giving Day!
 - b. Adrienne: Start a spreadsheet to track our lists
 - i. Friends
 - ii. Family
 - iii. People from work
 - iv. Grad Students
 - v. College friends from Undergrad
 - vi. Deans
 - vii. Grad Div Staff
 - viii. Grad Advisors (GAG)
 - ix. Department Chairs
 - x. Directors of Graduate Studies
 - xi. Advisors/PI
 - c. Contact those people with a simple email, text or phone call, asking them to share GradLab.
 - d. Update our pledge form with this info:
 - i. How do you want to receive info on Giving Day? (Email, Text, Social Media)
 1. Send them the GradLab Giving Day Info

4. Promotional Materials
 - a. Create our online Facebook posts, email and tweets (pre-templated)
 - i. [Promotional Language Templates](#)
 - ii. GradLab Facebook Page: <https://www.facebook.com/UCSCGradLab/>
 - iii. Home-made videos posted to Facebook:
 1. Up to each project leader to film, Rachel can provide support if nec
 2. Each project, recorded on a phone
 3. "This is what it'll support..."

 - b. GradLab Business Card idea: Adrienne Ricker: too late

5. Advanced Promotions
 - a. Feb 2
 - i. First Friday- Great promotions!!!
 - b. Feb 23

- i. Grad Slam- Play our video at the start of the event
 - c. Feb 21, Feb 26, Feb 28
 - i. Email to all Grads-Invite them to our Giving Pop up events, request their support for GradLab by liking our page, sharing our Giving Day campaign, giving to GradLab \$5.00 minimum
- 6. Promotion Tips (4 mins)
 - a. Social Media (day of)
 - i. Facebook 1-2 post total. Pin the one with the link in to the top of your page (link info). Share post with various Facebook Pages: such as GSC, GSA, Grad Div ask them to share.
 - ii. Twitter: Post and retweet all day long
 - iii. Instagram: 1-2 posts
 - iv. Instagram story/Snapchat: Ongoing story all day long
 - v. #GIVE@UCSC Where to share our Hashtag (Trending topics)
 - vi. Share online: (email, facebook, instagram, twitter, text)
 - b. Writing Tips:
 - i. Shareable Language-Does it evoke an emotion
 - ii. Short, simple, readable
 - iii. Create a sense of urgency
 - iv. Sense of inclusion, where is the money going.
 - v. Ask people to share
 - vi. GradLab Giving Day hyperlink...share!
 - vii. Shareable Content: Language, Photo, Video, animated Gif, Canva (make our own GradLab graphics) Photo of our team,
- 7. Slug to Slug Team (2 mins)
 - a. Looking for volunteers to help out on Giving Day!
 - i. Information Manager: Sorts donor data to prepare the scripts for filming
 - ii. Videographer: Shoots video footage and names it accordingly
 - iii. **Actor: Reads scripts for the video on camera**
 - iv. Communication Coordinator: Sends finished videos out to individual constituents
 - v. The All-rounder: Any one of these roles is the right role for you
- 8. Working Session/Work Groups: (30 mins)
 - a. Draft emails
 - b. Create online posts
 - c. Draft tweet phrases (Grad Div has a twitter account) We'll ask them to tweet!
 - d. Design event flyer via Canva