Q4 Bobbi Dobbiez Email Layout

# overview

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| **Email Drop Date** | **Title** | **Segments needed for copy** | **Email Components** | **Suppression lists** |
| 6/8 | Email 1 – Campaign Launch  | * Undergraduate Alumni
* Parents
 | * Version 1 –
* Signer: Yoon Van Hout, Executive Director of Annual Giving
 | * **Suppression lists**
* **Email lists to exclude:**

JiJ Lapsed and QPQ Email lists* **Supp list from AG:** Donor list
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| 6/13 | Email 2 – Don’t miss UF BobbiDobbiez  | * Undergraduate Alumni
* Parents
 | * Version 1 –
* Signer: Leland Henry, Assistant Director of Annual Giving
 | * **Suppression list:**
* **Email lists to exclude:**

JiJ Lapsed email list* **Supp list from AG:** Donor list
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| 6/26 | Email 3 –Final Call | * Undergraduate Alumni
* Parents
* UFHAG Donors (copy will be like the above segments and will include additional content provided by UF Health.)
 | * Version 1 and 2 –
* Signer: Brian K. Danforth,Assistant Vice President for Development & Executive Director of the UF Alumni Association
 | * **Suppression list:**
* **Email lists to exclude:**

JiJ Lapsed email list and current exclusive members* **Supp list from AG:** Donor List
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**Appeal Codes and Links:**

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| **FY23 Q4 Bobbi Dobbiez Campaign Digital** | **Graduway Links (Live URL)** |
| GZAWWAOL | UF: | FY23 Q4 Bobbi Dobbiez Campaign Landing Page | <https://affinitygiving.ufl.edu/campaigns/bobbi-dobbiez-campaign-2023/?appeal_id=646ccf6e9b4ceb205a91aa79> |
| GZAWWAOL1 | UF: | FY23 Q4 Bobbi Dobbiez Campaign GNN Link | <https://affinitygiving.ufl.edu/campaigns/bobbi-dobbiez-campaign-2023/?appeal_id=646ccf6e9b4ceb205a91aa79> |
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| **FY23 Q4 Bobbi Dobbiez Campaign Email**  |   |
| GZAEWAO1 | UF: | FY23 Q4 Bobbi Dobbiez Campaign Email 1 - Undergraduate Alums | <https://affinitygiving.ufl.edu/campaigns/bobbi-dobbiez-campaign-2023/?appeal_id=646ccf8caee62320565b1f03> |
| GZAEWAO2 | UF: | FY23 Q4 Bobbi Dobbiez Campaign Email 1a - Parents of Current | <https://affinitygiving.ufl.edu/campaigns/bobbi-dobbiez-campaign-2023/?appeal_id=646ccf9d63c1832053886cd4> |
| GZAEWAO3 | UF: | FY23 Q4 Bobbi Dobbiez Campaign Email 2 - Undergraduate Alums | <https://affinitygiving.ufl.edu/campaigns/bobbi-dobbiez-campaign-2023/?appeal_id=646ccfab63c1832055888347> |
| GZAEWAO4 | UF: | FY23 Q4 Bobbi Dobbiez Campaign Email 2a - Parents of Current | <https://affinitygiving.ufl.edu/campaigns/bobbi-dobbiez-campaign-2023/?appeal_id=646ccfbd63c1832053886cd5> |
| GZAEWAO5 | UF: | FY23 Q4 Bobbi Dobbiez Campaign Email 3 - Undergraduate Alums | <https://affinitygiving.ufl.edu/campaigns/bobbi-dobbiez-campaign-2023/?appeal_id=646ccfca3b8ce12059876fd9> |
| GZAEWAO6 | UF: | FY23 Q4 Bobbi Dobbiez Campaign Email 3a - Parents of Current | <https://affinitygiving.ufl.edu/campaigns/bobbi-dobbiez-campaign-2023/?appeal_id=646cd00e10b3252057aee935> |
| GZAEWAO7 | UF: | FY23 Q4 Bobbi Dobbiez Campaign Email 3b - UFHAG donors | <https://affinitygiving.ufl.edu/campaigns/bobbi-dobbiez-campaign-2023/?appeal_id=646cd01b6ff436205b7b1fef> |
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| **FY23 Q4 Bobbi Dobbiez Campaign Social Ads** |   |
| GZAWWAO71 | UF: | FY23 Q4 Bobbi Dobbiez Campaign Social Ads Round 1 | <https://affinitygiving.ufl.edu/campaigns/bobbi-dobbiez-campaign-2023/?appeal_id=646cd029fda016205fff9eb8> |
| GZAWWAO72 | UF: | FY23 Q4 Bobbi Dobbiez Campaign Social Ads Round 2 | <https://affinitygiving.ufl.edu/campaigns/bobbi-dobbiez-campaign-2023/?appeal_id=646cd048aee62320565b1f04> |
| GZAWWAO73 | UF: | FY23 Q4 Bobbi Dobbiez Campaign Social Ads Round 3 | <https://affinitygiving.ufl.edu/campaigns/bobbi-dobbiez-campaign-2023/?appeal_id=646cd057e9b3c7205c6e10b9> |
| GZAWWAO74 | UF: | FY23 Q4 Bobbi Dobbiez Campaign Social Ads Round 4 | <https://affinitygiving.ufl.edu/campaigns/bobbi-dobbiez-campaign-2023/?appeal_id=646cd06300f43c204fa4d822> |