

**Communication Schedule**

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| **Date** | **Vehicle** | **Action** |
| November 18 | Your Smartphone! | Send your heart selfie to giving@bentley.edu |
| November 23 | Email and Social Media | * Make your gift * Rally your friends:   “Save the date for #GivingTuesday!” “I already made my gift!” |
| November 24-29 | Social Media | * Post your selfie and tag @bentleyalumni * Share, like and comment on @bentleyalumni’s posts |
| November 30 | Email and Social Media | Make your gift, if you haven’t already, and encourage others to join the challenge. “Tomorrow is #GivingTuesday!” |
| December 1 | Email and Social Media | Make your gift, if you haven’t already, and encourage others to join the challenge. “TODAY is #GivingTuesday! If 450 of us make a gift by midnight, a generous donor will give $45,000 to Bentley!” |