

Communication Guide

4 Week Breakdown

An interactive workbook to help you create, plan, and implement your own Day of Giving campaign for a successful 24 hours of philanthropy!

Four Weeks Before

Major Objective: Get Started and Get Excited

	Task	Owner	Notes	Status
Plan	Sign up and customize your Giving Day profile.			
Promote	Announce your participation in a Giving Day!			
90	Explain your reasoning for participating and plan to board and staff members. Ask them to join as peer-to-peer (P2P) fundraisers.		In your explanation, include what a P2P fundraiser is, why you chose them as your P2P fundraiser, and how important they are to you as a supporter.	
Engage	Call major donors to let them know you're participating in Giving Day. Give them specifics with the date, time, and details.		Tell them why it's important to give on that specific date (prizes, raises awareness).	
	Assign major roles and responsibilities to your staff (donor engagement, P2P fundraiser/board engagement, and campaign management).		Ask them to update their email signature with the Giving Day logo and a link to your Giving Day profile.	

Notes:			

Three Weeks Before

Major Objective: Engage, Engage, Engage

Checklist: Get People Involved

	Task	Owner	Notes	Status
Plan	Download all of the promotional graphics from the Giving Day website.			
Promote	Provide your board with the sample emails, social media posts, and communication timeline, and steps to create their pages.		Ask your board to update their social media profiles with Giving Day promotional materials.	
Pro	Update your social media profiles with Giving Day branding.			
Engage				

Notes:		

Two Weeks Before

Major Objective: Gear Up

	Task	Owner	Notes	Status
Plan	Check in with your team to see how things are going. Ask the team to update their social media profiles with Giving Day promotional materials.			
Promote	Place the Giving Day logo to your website and link it to your Giving Day profile.			
Engage	Call major donors to let them know you're participating in the Giving Day. Give them specifics with the date, time, and details about the Giving Day.		Tell them why it's important to give on that specific date (prizes, raises awareness).	

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One Week Before

Major Objective: Keep Tasks on Track

	Task	Owner	Notes	Status
Plan	Download the Day Of messaging for donors/social media/P2P fundraisers (board members).			
Promote	Post a "1 Week Away" post on all social media channels.			
Engage	Send out a "1 Week Away" email to your donors. Encourage them to schedule a time to give, share, or fundraise.		Include ways people can help spread the word and a link to your profile.	

Notes:		

Days Before

Major Objective: Meet, Plan, and Discuss

	Task	Owner	Notes	Status
Plan	Review your Giving Day profile to ensure it looks just as you'd like it to. Make tweaks based on Giving Day progress so far.			
	Check in with staff to ensure everything is in place.			
	Make a test donation to ensure all messaging is accurate, and so you'll be able to answer donor questions about the process.			
Promote				
Engage				
Notes:				

Notes:			

One Day Before

Major Objective: Get the Word Out

	Task	Owner	Notes	Status
Plan	Send a quick reminder to your staff of what their role is. Go over the schedule for the day. And remember to have fun!			
Promote	Post a "Tomorrow's the Big Day" post and use the Giving Day hashtag.			
Engage	Send out a "Tomorrow's the Big Day" email. Remind donors and your board how they can give, why it's important they give on this date, and how it will benefit your organization. Include a link to your Giving Day profile!		Remind your board of what their role is as well.	

Notes:			

The Big Day!!

Major Objective: Hit Your Goals

Beginning of Day Checklist:

	Task	Owner	Notes	Status
Plan	 Gather "Giving Day" provisions to get everyone excited about the day and set up your Giving Day Command Post. Bring in donuts and coffee in the morning, arrange for lunch for everyone, encourage people to take breaks during the day, etc. Keep a tally in a visible place in your Giving Day Command Post about the progress you're making throughout the day. 		Share inspiring stories and comments from donors and benefactors. This could even spark some great social media content!	
Promote	Have a special blog or newsletter edition story around your Giving Day participation.			
	Include ways people can help spread the word and a link to your profile.			
	Update your social media profiles with updated Giving Day branding that incorporates "Today" messaging and add "Today" messaging on your website.			
Engage	Send out a celebratory email announcing the giving has begun to P2P fundraisers, donors, board members, and staff.			

No	tes:		

The Big Day!!

Major Objective: Hit Your Goals

Midday Checklist:

	Task	Owner	Notes	Status
Plan	Tell your staff to take a stretch/coffee/lunch break!		Make sure you recharge over the course of the day, so you don't burn out.	
Promote	3 Hours In: Thank everyone for their support so far.			
	6 Hours In: Post a story about your organization with an engaging photo.			
	6 Hours To Go: Post a story about your organization with an engaging photo.			
	3 Hours To Go: Post another update about the progress you've made.			
Engage	Call major donors and thank them for their support. Ask if they can give today (if they haven't already given during the Giving Day).			
	Check in with P2P fundraisers and your board.		Include totals so far, and how much this will help your organization. Encourage them to share on social media, send out an email, or make personal phone calls.	

Notes:			

The Big Day!!

Major Objective: Hit Your Goals

End of Day Checklist:

	Task	Owner	Notes	Status
Plan	Order dinner in and allow staff to go home.			
Promote	1 Hour To Go: Post a "Final Hour" message.			
	Post a "Thank You" message with final totals on social media, in your press release, and on your website.			
Engage	Make thank you calls to all donors during the day. This extra touch on the day could spur an additional donation or share.			
	Send out a "Final Hour" email to donors, your board, P2P fundraisers, and volunteers.			
	Thank all donors, board members, staff, volunteers, P2P fundraisers, and businesses.			

Notes:		

One Day to One Week After

Major Objective: Thank Everyone

End of Day Checklist:

	Task	Owner	Notes	Status
Plan	Get some rest!			
Promote	Publish your celebratory newsletter/blog post and press release, talking about your success and how much your supporters mean to you.			
	Update your social media profiles and website with updated Giving Day branding that incorporates "Thank You" messaging.			
Engage	Ask volunteers for help in writing "Thank You" notes for your donors, board, and P2P fundraisers.		Continue to engage and thank your supporters after the Giving Day is over by visiting the 'Engagement' tab of your GiveGab dashboard and clicking on 'Supporters'.	

Notes:		