

Communication Guide

8 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!

Eight Weeks Before

Major Objective: Get Started and Get Excited

	Task	Owner	Notes	Status
_	Plan a Giving Day kick-off meeting with your staff. Determine roles and responsibilities, brainstorm fundraising goals, unique ideas to reach those goals, and how to include the Giving Day within your annual fundraising.			
Plan	Sign up and customize your Giving Day profile.			
	Craft your Giving Day profile story.		What's your goal? Why are you fundraising? How will your goal help you reach your organization's mission?	
O	Announce your participation in a Giving Day!			
Promote	Begin a blog or newsletter series around your Giving Day participation.		Include ways people can help spread the word and a link to your profile.	
Engage	Explain your reasoning for participation and plan to board members.		Ask for their help in a variety of roles (donations, fundraising, promotions, sponsorships).	

Eng	sponsorships).	
Notes:		

Seven Weeks Before

Major Objective: Engage, Engage, Engage

Checklist: Get People Involved

	Task	Owner	Notes	Status
Plan				
lote	Place the Giving Day logo on your website and link it to your Giving Day profile.			
Promote	Get a shortened link to use in printed materials.		Use https://bitly.com/	
Engage	Email volunteers, announcing your participation in Giving Day, and explaining how they can get involved. Invite them to a Peer-to-Peer (P2P) Fundraiser Kick-Off Party.		In your invitation, include what a P2P fundraiser is, why you are choosing them as your P2P fundraiser, the date, time, and location of the party, and how important they are to you as a supporter. Include an RSVP, so you know who's on board.	

Notes:		

Six Weeks Before

Major Objective: Gear Up

	Task	Owner	Notes	Status
Plan	Download all of the promotional graphics from the Giving Day website.			
Promote				
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 day.		Tell them why it's important to give on that specific date (prizes, raises awareness).	

Notes:		

Five Weeks Before

Major Objective: Keep Tasks on Track

	Task	Owner	Notes	Status
Plan	Check in with your team to see how things are going.		Ask your staff and board to update their social media profiles with the Giving Day promotional materials.	
Promote				
Engage	Remind your P2P fundraisers of the kick-off party.			

Notes:			

Four Weeks Before

Major Objective: Meet, Plan, and Discuss

	Task	Owner	Notes	Status
Plan	Send a "Save the Date" to past donors to let them know you're participating in a 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.	
Promote	Begin sharing stories about your organization from the perspective of donors, volunteers, staff, and benefactors.		Let them explain why what you do is so important.	
Engage	Host your P2P fundraiser kick-off. Provide your fundraisers with sample emails, social media posts, and a communication timeline.		Help them create their personal fundraising pages.	

Notes:		

Three Weeks Before

Major Objective: Get the Word Out

	Task	Owner	Notes	Status
Plan				
e e	Ask your staff and board to update their social media profiles with the Giving Day promotional materials.		Cover photo and profile picture are public and visible! Get them in your Downloadable Goodies.	
Promote	Write another blog or newsletter story around your Giving Day participation that includes ways people can help spread the word and a link to your profile.		Include ways people can help spread the word and a link to your profile.	
Engage				
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Notes:		

Two Weeks Before

Major Objective: Start Marketing Push

	Task	Owner	Notes	Status
Plan	Review your Giving Day profile to ensure it looks just as you'd like it to and make tweaks based on campaign progress so far.			
₫	Check in with your team to see how things are going.			
Promote	Send out a "2 Weeks Away" email to your board that encourages them to schedule a time to give, share, or volunteer.		Include ways people can help spread the word and a link to your profile.	
Engage				

Notes:			

One Week Before

Major Objective: Finish Preparation

	Task	Owner	Notes	Status
Plan	Check in with your team to see how things are going.			
Promote	Send out a "1 Week Away" email to your donors, board, and P2P fundraisers. Encourage them to schedule a time to give, share, or volunteer.		 Include ways people can help spread the word and a link to your profile. For P2P: Make sure they include a link to their personal P2P fundraising page. 	
Engage	Ask your staff and board to update their social media profiles with the Giving Day promotional materials.		Cover photo and profile picture are public and visible! Get them in your Downloadable Goodies.	

Notes:		

Days Before

Major Objective: Final Push

	Task	Owner	Notes	Status
Plan	Prepare a messaging timeline or review the messaging schedule for social media, donors, P2P fundraisers, and board members.			
	Make a test donation to ensure all messaging is accurate, and so you'll be able to answer donor questions about the process.			
Promote	Have a special blog or newsletter edition story around your Giving Day participation for the day of.		Include ways people can help spread the word and a link to your profile.	
Engage				

Notes:		

One Day Before

Major Objective: Make Sure Everything is Set for Tomorrow

	Task	Owner	Notes	Status
Plan	Final check in with staff.			
Promote	Update your social media profiles with updated Giving Day branding that incorporates "Tomorrow" messaging.		Add a large button or banner on the front page of your website that links to your Giving Day profile for donors to find easily.	
Engage	Send out a "Tomorrow's the Big Day" email to your board, P2P fundraisers, and donors. Remind them what their role is, why it's important they support their organization on this date, and how it will benefit your organization.		Include a link to your Giving Day profile.	

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 your Giving Day campaign is making throughout the day. 		Share inspiring stories and comments from donors and benefactors. This could even spark some great social media content!	
	Have a special blog or newsletter edition story around your Giving Day participation.			
Promote	Include ways people can help spread the word and a link to your profile.			
Pror	Update your social media profiles with updated Giving Day branding that incorporates "Today" messaging. Add "Today!" messaging on your website.			
Engage	Send out a celebratory email announcing the giving has begun to P2P fundraisers, donors, board, and staff!			

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 to thank them for their support and ask if they can give today (if they haven't already given during the Giving Day).			
	Check in with your P2P fundraisers and 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, 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:		