

Got a Giving Day coming up?

We're here for it, right along with you.

This checklist will walk you through all of the steps, from a smart beginning to a spectacular end, in order to have the most successful Giving Day possible. These steps are easy, actionable and reliable, and this checklist will ensure that nothing important slips through the cracks or off your radar as you're planning.

Ready? Set. Go for it!



BEFORE THE EVENT

- ☐ **Create an email and social promotional calendar including frequency and milestones.**
 - Write and preschedule marketing emails and social media posts. Then you'll be free to pepper supporters with live updates and tons of personal follow-up and gratitude throughout the day.
 - Find out if the organization sponsoring your community's giving day provides an online toolkit with downloadable graphics to help with promotion.
 - Use videos and photos to bring a personal touch to your message.
 - Make sure your message is clear and authentic.
- ☐ **Update your website.**

Redirect the donate button and donation page to your campaign page. Your campaign page is a landing page where you drive donors to support you on your community's giving day. Also, provide a direct link on the homepage of your website to allow for ease of giving for your donors.
- ☐ **Update your campaign page to include videos and photos.**

Using your own imagery creates a more personal message and draws your donors into your story.
- ☐ **Prime your inner circle of key supporters and turn them into advocates.**

Be explicit about the support you need: early donations, strategically timed donations, access to their network, social media engagement.
- ☐ **Don't launch with a zero balance.**

Encourage key supporters and board members to give early so your campaign already looks popular on the big day (people like to support what everyone else supports).

DAY OF THE EVENT

- ☐ **Make sure team roles and responsibilities are clear in order to be nimble and responsive.**

It's important for the whole team to be on the same page.
- ☐ **Be prepared to monitor social media all day.**

Interaction with supporters and immediate, motivating updates will keep your message fresh.
- ☐ **Thank people immediately.**

Even though they get an automatic receipt, send a personal note of appreciation and ask them to share your campaign page with their network. Use the tag 'n thank method on Facebook and Twitter, so it shows up in their newsfeed and their friends can see it.
- ☐ **Make it fun.**

People want to be part of something that is enjoyable.

AFTER THE EVENT

- ☐ **Send a mass email to thank your community.**

Tell them how your campaign went, celebrate your success and most of all, show your appreciation.
- ☐ **Continue communicating with your supporters with special announcements or milestones.**

This allows them to stay involved and keeps them interested after your event is over.

Remember when we said, "We're here for it"? That means all of us at Firespring: marketing strategists, designers, copywriters, printing professionals and more. You have a dynamic team of passionate experts at the ready who know and understand the nonprofit space. What can we start on for you?

Firespring can help with everything you need. Call Nina at **855.437.0049** or give us a shout-out at firespring.com/get-started to learn more about how we can set you up for success.

