



PREPARATION CALENDAR

NOW

- Download Nonprofit Toolkit on TheBigPayback.org.
- Complete or Update your GivingMatters.com profile.
- Appoint a project team leader.
- Establish your communications plan/timeline and goals.
- Develop ideas on how to promote your nonprofit.

MARCH

- Recruit social media ambassadors (committed supporters, board members, staff) to use their accounts to cheer you on.
- 07 Deadline for new GivingMatters.com** profile requests and required documents.
- 08** Start posting on social media: 2x a week on Twitter, 1x a week on Facebook and Instagram. **Note: Be sure to use the hashtag #BigPayback.**

After The Big Payback, don't forget to thank your donors! We handle the tax-receipt, but a personal thank you from your organization will go a long way. You can view your donor reports starting on May 2, but remember they will be finalized when funds are distributed on June 30.

- 28** Deadline to complete a GivingMatters.com profile and to **Register** for The Big Payback.

APRIL

- Promote the event through email blasts, newsletter articles, etc. Be sure to tell your story and share your goal. Ask for support.
- Assign staff and volunteer roles for day-of-events.
- Make your own promotional posters and hang them in your community.
- Submit your day-of-events to NowPlayingNashville.com.
- 02** Increase posting on social media: 4x a week on Twitter, 2x a week on Facebook and Instagram.
- 16** Email supporters to remind them about the day. Send calendar invite to save the date.

MAY

- 01** Turn off or redirect other donation buttons to your organization, if applicable.
- 01** Centralize handling of emails and phone calls.
- 01** Confirm volunteer and staff responsibilities.

DAY OF CHECKLIST

- 02** Send email to your supporters with "calls-to-action" in the morning as a final reminder. Include any day-of-activities, if applicable.
- 02** Host day-of-promotion events.
- 02** Post frequent updates on social media to report progress and create a sense of urgency (link people to The Big Payback leaderboard and media coverage).
Note: This is the only day it is impossible to post too often!

FEBRUARY

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MARCH

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APRIL

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MAY

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THE FRIST FOUNDATION

TheBigPayback.org #BigPayback



Presented by The Community Foundation of Middle Tennessee