Scheduling Your Communications

How to plan ahead for successful communication before, during, and after your Giving Day

www.GiveGab.com
Creating Your Giving Day Timeline

● Determine your organization’s main goals for the Giving Day
● Start planning as early as possible for a stronger communications plan
● Decide which platforms work best for your organization and its supporters
● Think about other campaigns or events happening during this time frame
● Develop a weekly communications plan leading up to your Giving Day
● Divide tasks among your staff, volunteers, and ambassadors
● Utilize the resources in your Nonprofit Toolkit for easy planning
Sample Communications Timeline

1. Announcement - 5-8 Weeks
2. Ramp Up Communications - 4-6 Weeks
3. Expand Promotions - 3 Weeks
4. Accelerate Communications - 2 Weeks
5. Communication Countdown - 1 Week
6. Last Minute Outreach - 1-3 Days
7. The Big Day - 24 Hours
Top 5 Touches

1. Save The Date
2. Giving Day Week Update
3. One More Day
4. Mid-Day Update
5. Thank You

Before The Giving Day

During & After The Giving Day
Tips For Outreach Success

● Include clear calls-to-action in everything that you post and send
  ○ Your Giving Day profile link, P2P fundraising instructions, volunteer information, etc.

● Create a regular social presence for better supporter engagement
  ○ Not every post needs to be an ask!

● Keep your style and branding consistent in all communications
  ○ Use similar colors, font styles, and images for stronger brand awareness

● Increase engagement with photos, videos, and other graphics
  ○ Posts with photos receive more than double the engagement of posts without
Email Scheduling Tools

- **MailChimp**
  - Free for 12,000 emails a month + 15% Premium Discount for Nonprofits

- **Constant Contact**
  - Free Trial then price based on list size + 20-30% Discount for Nonprofits

- **Benchmark**
  - Free for 14,000 emails a month + 25% Premium Discount for Nonprofits
Email Scheduling Tips

- Tuesday & Thursday are the best days to send emails for better engagement
- Late mornings and early afternoons are the best times to send emails
- Improving your email formatting can increase your click through rate
  - Photos
  - Buttons
  - HTML edited

Source: coschedule.com
Social Media Scheduling Tools

- **Buffer**
  - $10 a month for 10 Accounts + 50% Discount for Nonprofits

- **Hootsuite**
  - Up to 3 Accounts Free + 50% Premium Discount for Nonprofits

- **Facebook**
  - Free scheduling tool within your organization’s Facebook page
Social Media Scheduling Tips

- Best times and days to post on social media vary by platform
- Utilize social media analytics to determine when the key times to post are for your supporter base
- C.O.P.E - Create once and post everywhere to better utilize your social media resources

Source: coschedule.com
Benefits of Scheduling Tools

- Advanced analytics to improve future communication
  - Open and click through rates
  - Conversion tracking
  - Keyword analytics
- Manage multiple platforms in one place
- Prepare posts ahead of time and at and all at once
- Automatic posting and sending once scheduled
Helpful Resources

Your Nonprofit Toolkit has...

- Planning Guides
- Communications Timelines
- Email Templates
- Sample Social Media Posts
- Social Media Best Practices
- Giving Day Graphics
- Emails for P2P Fundraisers
Key Takeaways

● Create a communications timeline early in your planning
● Determine the best platforms for engagement
● Utilize scheduling tools for better optimization of resources
● Take advantage of email and social media analytics
● Add photos, videos, and CTAs for better engagement
● Have fun with it and your supporters will too!
We’re Here For You!

- Visit Our Help Center
  https://support.givegab.com/
- Send us an email at
  CustomerSuccess@givegab.com
- Chat with GiveGab’s Customer Success Team whenever you have questions or need a hand
  - Look for the little blue chat bubble!

GiveGab | Nonprofit Giving Platform
Thank You!

Have questions? Email us at customersuccess@givegab.com