



Communication Guide

12 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!

Twelve Weeks Before

Major Objective: **Get Started and Get Excited**

Checklist:

	Task	Owner	Notes	Status
Plan	Research direct mailer companies.		Try to request samples.	
	Compile a list of local businesses you'd like to approach about sponsorships, matches, an in-person event, or other promotional opportunities.			
	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.			
	Sign up and customize your Giving Day profile page.			
	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?	
Promote	Announce your participation in a Giving Day!			
	Draft your press release.			
Engage	Explain your reasoning for participation and plan to board members.		Ask for their help in a variety of roles (donations, fundraising, promotions, sponsorships).	

Notes:

Eleven Weeks Before

Major Objective: Engage, Engage, Engage

Checklist:

	Task	Owner	Notes	Status
Plan	Host a kick-off meeting.			
Promote	Place the Giving Day logo on your website and link it to your Giving Day profile.			
	Get a shortened link to use in printed materials.		Use https://bitly.com/	
	Begin a blog or newsletter series around your Giving Day profile.		Include ways people can help spread the word and a link to your profile page.	
Engage	Send a handwritten note to major donors to let them know you're participating in a Giving Day.		Give them specifics and highlight the importance of the day.	
	Come up with a list of talking points/sponsorship levels - how their sponsorship will specifically help your organization.		Determine a list of incentives the businesses will get if they partner with you.	
	Design/write appeal letter, including different ways your supporters can get involved. Use direct mailing company to get the word out.		You can then use the direct mailing company to get the word out.	

Notes:

Ten Weeks Before

Major Objective: Gear Up

Checklist:

	Task	Owner	Notes	Status
Plan	Send letter off to direct mailer company.			
	Download all of the promotional graphics from the Giving Day website.			
Promote	Design flyers to put up in your community.		Include a shortened link for your Giving Day profile.	
	Begin creating graphics that help illustrate your story.		Make sure you incorporate the Giving Day logo and your organization's logo into your graphics.	
Engage	Check in with your team to see how things are going.		Ask them to update their email signature with the Giving Day logo and a link to your Giving Day profile.	
	Email volunteers announcing your participation in a Giving Day and let them know how they can get involved.			
	Determine a list of supporters you want to ask to be peer-to-peer (P2P) fundraisers.			
	Set up meetings over the phone with businesses over the next 4 weeks.		Meet with sponsors in person if you're able to. Otherwise, conduct most business over the phone.	

Notes:

Eight Weeks Before

Major Objective: Meet, Plan, and Discuss

Checklist:

	Task	Owner	Notes	Status
Plan	Send out your P2P Fundraising Kick-Off Party invites. In your invites, include what a P2P fundraiser is, why you are choosing them as your P2P fundraisers, 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.	
Promote	Ask your 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 Downloadable Goodies.	
	Update your social media profiles with Giving Day branding.			
	Incorporate your Giving Day campaign story into your press release. Make sure you link to your Giving Day profile.			
Engage	Get mailers back from the company, order a pizza, and have a mailing party!			

Notes:

Seven Weeks Before

Major Objective: **Get the Word Out**

Checklist:

	Task	Owner	Notes	Status
Plan				
Promote	Ask volunteers to help put up flyers promoting your participation in a Giving Day around the community.		Cover photo and profile picture are public and visible! Get them in Downloadable Goodies.	
	Mail the appeal for the direct mailer.			
	Write another blog or newsletter story around your Giving Day profile. Include 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	Follow up with the local businesses that you had meetings with on the phone. See if you can answer any of their questions, or come back in to chat more. Get their thoughts. What makes sense for them sponsorship-wise?		When you have a business that wants to partner with you, announce it on social media, within emails, and in your newsletters.	

Notes:

Six Weeks Before

Major Objective: **Prep to Start Soft Marketing**

Checklist:

	Task	Owner	Notes	Status
Plan	Check in with your team to see how things are going.			
Promote	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.	
	Add a page to your website that talks about your Giving Day profile. Include information about what you're raising money for, how people can sign up to be a peer-to-peer fundraiser, and other volunteer opportunities (social media help, email marketing, day-of events).		Always include a link to your donation page.	
Engage	Ask your staff, volunteers, and P2P fundraisers to update their social media profiles with Giving Day promotional materials.		Cover photo and profile picture are public and visible! Get them in Downloadable Goodies.	

Notes:

Five Weeks Before

Major Objective: **Soft Market Launch**

Checklist:

	Task	Owner	Notes	Status
Plan	Check in with your team to see how things are going.			
Promote	Ask volunteers to help put up flyers promoting your participation in a Giving Day around the community.			
Engage	Ask donors, volunteers, benefactors, and others to send in photos of their experiences with your organization. Use these photos for social media posts and email content. Most people will also include stories with the photo!		Make sure when you make the ask, the contributor is ok with you sharing their story and photo with others.	
	Send kick-off party reminders.			

Notes:

Four Weeks Before

Major Objective: Continue Soft Marketing

Checklist:

	Task	Owner	Notes	Status
Plan				
Promote	Send out your press release.			
	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.	
	Finalize partnerships with local businesses.			
	Update your Giving Day content on your website with your business partners' logos.		Include how they're sponsoring your organization, how it will impact your organization, and how your supporters can contribute.	

Notes:

Three Weeks Before

Major Objective: Prepare for Final Marketing

Checklist:

	Task	Owner	Notes	Status
Plan	Check in with your team to see how things are going.			
	Begin drafting a press release to send out the day after your Giving Day is done.			
Promote	Ask your volunteers to update their social media profiles with the Giving Day promotional materials.		Cover photo and profile picture are public and visible! Get them in Downloadable Goodies.	
	Write another blog or newsletter story around your Giving Day participation.		Include ways people can help spread the word and a link to your profile.	
Engage	Update your Giving Day profile with your business partners' logos.			

Notes:

Two Weeks Before

Major Objective: Heavy Marketing Begins

Checklist:

	Task	Owner	Notes	Status
Plan	Order thank you cards for your largest donors.		A handwritten note goes a long way!	
Promote	Send out a "2 Weeks Away" email to your donors, board, and P2P fundraisers. Encourage them to schedule a time to give, share, or volunteer.		<ul style="list-style-type: none"> • 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. 	
	Update your social media profiles with updated Giving Day branding that incorporates "2 Weeks Away" messaging.			
Engage	Announce partnerships with local businesses to all of your supporters (donors, board, staff, P2P fundraisers).		Post on social media, tagging the business in the post.	

Notes:

One Week Before

Major Objective: **Heavy Marketing Continues**

Checklist:

	Task	Owner	Notes	Status
Plan	Begin drafting a newsletter or blog post to send out the day after your Giving Day is done.			
Promote	Add "1 Week Away" messaging on your website.			
	Update your social media profiles with Giving Day branding that incorporates "1 Week Away!" messaging.			
Engage				

Notes:

Days Before

Major Objective: Gear Up for the Big Day

Checklist:

	Task	Owner	Notes	Status
Plan	Host a Giving Day Prep Party. Remind your staff of what their role is. Go over the schedule of the day. And remember to have fun!		Remind them why it's important they support this day.	
	Make a test donation to ensure all messaging is accurate, and so you'll be able to answer donor questions about the process.			
Promote	<ul style="list-style-type: none"> • Send out a "Tomorrow's the Big Day" email. • Remind donors how they can give. • Remind your board of what their role is. • Remind your volunteers what their role is. • Remind your P2P fundraisers of what their role is. 		Remind them 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 or more information about an in-person event you might be hosting.	
	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 and donate.	
	Have a special blog or newsletter edition story around your Giving Day profile for the day of.		Include ways people can help spread the word and a link to your profile.	
	Call and send personal emails to key supporters to remind them that tomorrow is when you need their support and donations.			
Engage				

Notes:

The Big Day!!

Major Objective: Hit Your Goals

Beginning of Day Checklist:

	Task	Owner	Notes	Status
Plan	Enter your direct mail appeal donations on your Giving Day profile to show the total you've raised.			
Promote	Have a special blog or newsletter edition story around your Giving Day profile.			
	Include ways people can help spread the word and a link to your profile.			
	Invite volunteers to a mailer pizza party to help stuff envelopes.			
Engage	Update your social media profiles with updated Giving Day branding that incorporates "Today" messaging. Add "Today!" messaging on your website.			
	Send out a celebratory email announcing the giving has begun to P2P fundraisers, donors, board members, volunteers, and staff!		Re-send the communication schedule to P2P fundraisers.	

Notes:

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.	
	3 Hours In: Thank everyone for their support so far.			
Promote	6 Hours In: Post a story about your organization with an engaging photo Halfway Point Post an update about the progress you've made.			
	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 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:
