



## Inspire. Build. Transform.

### TIMELINE OF ACTIVITIES

#### February

- Announce your participation to staff, Board, and Host School community
- Assign a project leader and form a Horizons Giving Day(HGD) committee [Learn more>>](#)
- Begin building social media audiences and creating media lists
- Begin brainstorming local events leading up to and on HGD
- Develop a list of possible local sponsors and/or matching gift donors
- Review your upcoming planned events and strategize ways to incorporate promotion and possible fundraising for HGD
- Participate in the training with Give Gab to learn how to customize your page and make the most of the HGD platform *Scheduled for February 13 during the Director Call*
- After February 13, review and make edits to your page on HorizonsGivingDay.org
- With your board or HGD Committee, establish goals for your participation (i.e. how much you want to raise, social media reach, host school involvement, etc)
- Begin recruiting individuals to fundraise for your program (recruitment resources available online)
- Reach out to celebrities, working with Horizons National, to maximize their participation in HGD
- Review the HGD toolkit, available after February 13, on [horizonsgivingday.org](http://horizonsgivingday.org) and in the Affiliate Resource Center on [horizonsnational.org](http://horizonsnational.org)
- Recruit ambassadors to spread the word about your participation on social media, emails, and by word of mouth
- Meet with your host school to brainstorm ideas for their involvement with HGD



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### March

- Meet with your HGD committee to check in on progress of goals
- Continue outreach to celebrities
- Celebrity commitments due to HN by March 30 for any national promotion
- Post HGD announcement on your Horizons website (artwork available on [horizonsgivingday.org](http://horizonsgivingday.org))
- Continue to recruit individual fundraisers and match donors
- Enlist board, VIPs and other supporters to help get the word out
- Consider submitting an Op-ed to a local news outlet
- Prepare for traffic to your website - update your website and send updates to Horizons National for your page on the Horizons National website
- Distribute Email Save the Date

### April

- Meet with your HGD committee to check in on progress of goals
- Prepare for participation in the HGD Advance Giving Campaign
- Begin social media messaging to promote Giving Day
- Enlist board, VIPs and other supporters to help get the word out
- Send email to current and prospective donors - include your goal and share a brief Horizons story that details the impact gifts on HGD will have – include a call to action
- Consider submitting an Op-ed to a local news outlet
- Prepare for traffic to your website - update your website and send updates to Horizon National for your page on the Horizons National website
- Finalize plans for your HGD Events
- Assign day of staff and volunteer roles
- Create and distribute promotional materials



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### May

- Meet with your HGD committee to check in on progress of goals
- Advanced Giving begins on May 1
- May 1 send an email promoting Advanced Giving
- Change social media banners to HGD graphics
- National news release will be distributed on **May 14, send your own May 15 and May 16** (see samples in resource center)
- May 15** - Send local media advisory re. Giving Day event(s) to reporters, and again **May 16**
- Reach out to reporters week of **May 14**
- If you're planning an event, call TV stations and follow up with reporters to confirm attendance
- Send an email on May 15**
- Draft emails and social media posts to send automatically on HGD**
- May 16 is HGD!**
- Send E-news and post on social media thanking people for participation, sharing outcomes
- May 18**, National news release with Giving Day outcomes
- Send local news release with Giving Day outcomes
- May 18** and beyond: Celebrate and Cultivate your HGD donors