

## Checklist for Nonprofit Organizations

1. Complete the registration form for your profile on your local community foundation's website.
2. Inform the necessary individuals about participating in the giving day.
  - Discuss the opportunity with your Board members – be sure they are aware of the event details and have enough information to discuss it within their networks.
  - Reach out to your donors who would be interested in offering a matching grant.
  - Reach out to any other key stakeholders and ask them to participate in and promote the event.
  - Use our social media toolkit, email and letter templates and press release templates to help in your messaging to constituents.
3. Create a communications plan.
  - Make sure the homepage of your website has the giving day message front and center. Consider embedding your donate form on the homepage as well.
  - Develop an email strategy for your constituents.
    - Carefully plan the frequency of your emails so they keep your donors engaged without tiring them of the message.
    - Keep the messaging fresh by including new images, a piece of news or a story in each email with important donation information explained in each one.
    - Segment your different types of donors and tailor unique messages to each one.
  - Personalize communications.
    - Create email templates for your board members, internal staff and volunteers to customize and share with their networks.
  - Leverage any social media channels you are active on to make important announcements, tell stories and keep your network engaged with event activities.
  - Include the giving event logo and your organizations' logo or a thumbnail in any newsletter or piece of communication you send out. You may also want to include a link to your organizations' profile page in your email signature.
4. Attend webinars hosted by your lead organization and Kimbia to learn the social media basics of a giving day, and how easy it is to access your donor information on the day of the event.
5. Be creative with it, get your network excited about this opportunity and don't forget to have fun!
6. Thank your donors during, and especially after the event.
  - Send out an appreciative email to everyone who made a donation – be sure to use the real time donor data to your benefit.
  - Make a "thank you" post on your social media channels.
  - Call donors who gave a large amount.