

Communication Timeline for Nonprofit Organizations

AS SOON AS EVENT IS ANNOUNCED

- Send a note to donors letting them know about the opportunity to leverage their gift with the specific date and time, and details about the event
- Place logo on your website and hyperlink to the Giving Day site
- Include information on the Giving Day in all your communications going to donors, volunteers and staff
- Consider potential donors who might Match the Match

1 MONTH OUT

- Start communicating through social media channels
- Encourage staff to include the event link to their email tagline, along with any links to your organizations' social media channels
- Send a special e-blast reminder to volunteers, donors and staff with details about the event
- Plan a public or even donor-focused event (such as a kick-off) to generate excitement for the Giving Day
- Contact your local media partners and news outlets to see if they will share your story and participation in the Giving Day.
- Share the link to the Giving Day site with splash page

2 WEEKS OUT

- Send out creative ads (videos, collateral etc.) to create awareness and excitement about the event
- Post stories of your organizations' impact on social media and encourage people to support you on the day of the event (be sure to include specifics on where and when to participate)
- If there are specific prizes you would like to achieve, develop a list of goals and a strategy and communicate it to your donors, volunteers and staff
- Post at least one update on your social media channels daily – even if it's just sharing other posts
- Send out a calendar invite for the Giving Day to all of your donors as a “save the date” reminder to support you that day
- Encourage your donors, volunteers and staff to promote your organization through their own social media pages

1 WEEK OUT

- Encourage your staff and board to reach out to their family, friends and donors they are closest to for a personal ask
- Continue posting stories of your cause and event information on your website and social media outlets
- Post the link to your donation page everywhere on the Giving Site.

TWO DAYS BEFORE

- Send a reminder to your supporters with specific actions you want them to take and links to where they can go to give
- Post 2-3 updates daily on your social media pages and include the links to your Giving Day site
- Make personal asks and calls to donors – offer a way for them to participate even if they can't make a gift online

DAY OF EVENT

- Post regular updates to your social media channels to keep your supporters informed and engaged throughout the event
- Create exciting posts about your progress and encourage people to give
- Follow the leaderboard and check your nonprofit donation report – send thank you emails to donors as gifts come in
- Call any major donors to thank them for their participation
- Send targeted emails to those who have committed to give but haven't yet given (don't continue to blast all donors with email communications)
- Thank donors through your social media channels to drive excitement and encourage more people to give

DAY AFTER EVENT

- Send out thank you letters to donors
- Call your major donors to thank them for their participation if you haven't already done so
- Post the final results on your social media channels

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