

5 WAYS TO GET READY FOR

GIVE LOCAL LANCASTER!

POWERED BY THE J. MARION SIMS FOUNDATION



PRACTICE GOAL SETTING

Goals for the Give Local Lancaster are more than financial. Manage your expectations for setting your overall philanthropic goals: new donors, visibility, marketing, social media.



BOARD ENGAGEMENT

Board participation is a crucial element for success. How will you engage your board and activate them to assist with your Give Local Lancaster campaign?



DONOR ENGAGEMENT

Engaging your donors before, during and after Give Local Lancaster drives home the importance of donor stewardship, cultivation and keeping them aligned with your organization for continued engagement, support and gifts.



KNOW YOUR AUDIENCE

To craft the right and most effective message, you need to know your audience. Who are they? How can you find them and how can they be your best ambassadors?



UTILIZE SOCIAL MEDIA

For an online event, social media plays a huge role. Even if you are new to this way of communicating, Give Local Lancaster is the time to dive in and get your feet wet! Utilizing Facebook and other platforms will help you communicate to your current and future donors pre-event, during and long after the event.

LEARN MORE:

<http://givelocallancaster.org>