



16 Week Promotions Timeline

#OregoniansGive

Week ____

| ✓ | Team Member | Category | Task |
|---|-------------|--------------------|------|
| | | Direct Mail | |
| | | Newsletter/Blog | |
| | | Print Materials | |
| | | Social Media | |
| | | Giving Day Profile | |
| | | Your Website | |
| | | Storytelling | |



16 Week Promotions Timeline

#OregoniansGive

Week 16

| ✓ | Team Member | Category | Task |
|---|-------------|--------------------|-----------------------------------------------------------------------------------------------------------------------------------------|
| | | Direct Mail | Research direct mailer companies and request samples |
| | | Newsletter/Blog | |
| | | Print Materials | Draft your press release |
| | | Social Media | Announce your participation in #OregoniansGive! |
| | | Giving Day Profile | Sign up and customize your #OregoniansGive profile page. |
| | | Your Website | |
| | | Storytelling | Craft your campaign story. What's your goal, why are your fundraising, how will that amount help you reach your organization's mission? |



16 Week Promotions Timeline

#OregoniansGive

Week 15

| ✓ | Team Member | Category | Task |
|---|-------------|--------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | Direct Mail | Design/write appeal letter. Include different ways your supporters can get involved. |
| | | Newsletter/Blog | Begin a blog or newsletter series around your #OregoniansGive campaign. Include ways people can help spread the word and a link to your campaign page. |
| | | Print Materials | |
| | | Social Media | |
| | | Giving Day Profile | Get a shortened link to use in printed materials from bit.ly. |
| | | Your Website | Place the #OregoniansGive logo to your website and link it to your #OregoniansGive page. |
| | | Storytelling | |



16 Week Promotions Timeline

#OregoniansGive

Week 14

| ✓ | Team Member | Category | Task |
|---|-------------|--------------------|------------------------------|
| | | Direct Mail | Choose a direct mail company |
| | | Newsletter/Blog | |
| | | Print Materials | |
| | | Social Media | |
| | | Giving Day Profile | |
| | | Your Website | |
| | | Storytelling | |



16 Week Promotions Timeline

#OregoniansGive

Week 13

| ✓ | Team Member | Category | Task |
|---|-------------|--------------------|------------------------------------------|
| | | Direct Mail | Send letter off to direct mailer company |
| | | Newsletter/Blog | |
| | | Print Materials | |
| | | Social Media | |
| | | Giving Day Profile | |
| | | Your Website | |
| | | Storytelling | |



16 Week Promotions Timeline

#OregoniansGive

Week 12

| ✓ | Team Member | Category | Task |
|---|-------------|--------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | Direct Mail | |
| | | Newsletter/Blog | |
| | | Print Materials | Design flyers to put up in your community. Include a shortened link for your #OregoniansGive profile! |
| | | Social Media | Download all of the promotional graphics from the #OregoniansGive website. |
| | | Giving Day Profile | |
| | | Your Website | |
| | | Storytelling | Begin creating graphics that help illustrate your story. Make sure you incorporate the #OregoniansGive logo and your organization's logo into your graphics! |



16 Week Promotions Timeline

#OregoniansGive

Week 11

| ✓ | Team Member | Category | Task |
|---|-------------|--------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | Direct Mail | Invite volunteers to a mailer pizza party to help stuff envelopes |
| | | Newsletter/Blog | Write another blog or newsletter story around your #OregoniansGive campaign. Include ways people can help spread the word and a link to your campaign page. |
| | | Print Materials | |
| | | Social Media | |
| | | Giving Day Profile | |
| | | Your Website | |
| | | Storytelling | |



#OregoniansGive

16 Week Promotions Timeline

Week 10

| ✓ | Team Member | Category | Task |
|---|-------------|--------------------|------------------------------------|
| | | Direct Mail | Get mailers back from company |
| | | Newsletter/Blog | |
| | | Print Materials | Get flyers professionally printed. |
| | | Social Media | |
| | | Giving Day Profile | |
| | | Your Website | |
| | | Storytelling | |



16 Week Promotions Timeline

#OregoniansGive

Week 9

| ✓ | Team Member | Category | Task |
|---|-------------|--------------------|---------------------------------------------------------------------------------------|
| | | Direct Mail | |
| | | Newsletter/Blog | |
| | | Print Materials | |
| | | Social Media | When you have a business that wants to partner with you, announce it on social media! |
| | | Giving Day Profile | |
| | | Your Website | |
| | | Storytelling | |



16 Week Promotions Timeline

#OregoniansGive

Week 8

| ✓ | Team Member | Category | Task |
|---|-------------|--------------------|---------------------------------------------------------------------------------------------------------------------------|
| | | Direct Mail | Order a pizza and have a mailing party! |
| | | Newsletter/Blog | |
| | | Print Materials | Incorporate your #OregoniansGive campaign story into your press release. Make sure you link to your #OregoniansGive page. |
| | | Social Media | Update your social media profiles with #OregoniansGive branding. |
| | | Giving Day Profile | |
| | | Your Website | |
| | | Storytelling | |



16 Week Promotions Timeline

#OregoniansGive

Week 7

| ✓ | Team Member | Category | Task |
|---|-------------|--------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | Direct Mail | Mail the appeal |
| | | Newsletter/Blog | Write another blog or newsletter story around your #OregoniansGive campaign. Include ways people can help spread the word and a link to your campaign page. |
| | | Print Materials | |
| | | Social Media | |
| | | Giving Day Profile | |
| | | Your Website | |
| | | Storytelling | |



#OregoniansGive

16 Week Promotions Timeline

Week 6

| ✓ | Team Member | Category | Task |
|---|-------------|--------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | Direct Mail | |
| | | Newsletter/Blog | |
| | | Print Materials | |
| | | Social Media | |
| | | Giving Day Profile | |
| | | Your Website | Add a page to your website that talks about your #OregoniansGive profile. Include information about what you're raising money for, how people can sign up to be fundraising champions, and other volunteer opportunities (social media help, email marketing, day-of events). Always include a link to your donation page! |
| | | Storytelling | |



#OregoniansGive

16 Week Promotions Timeline

Week 5

| ✓ | Team Member | Category | Task |
|---|-------------|--------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | Direct Mail | |
| | | Newsletter/Blog | |
| | | Print Materials | Start posting flyers up in your community (use your volunteers!) |
| | | Social Media | |
| | | Giving Day Profile | |
| | | Your Website | |
| | | Storytelling | Ask donors, volunteers, benefactors, and others to send in photos of their experiences with your organizations. 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. |



16 Week Promotions Timeline

#OregoniansGive

Week 4

| ✓ | Team Member | Category | Task |
|---|-------------|--------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | Direct Mail | |
| | | Newsletter/Blog | |
| | | Print Materials | Send out your press release |
| | | Social Media | 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! |
| | | Giving Day Profile | |
| | | Your Website | Update your #OregoniansGive content on your website with your business partner's logos. Include how they're sponsoring your organization, how it will impact your organization, and how your supporters can contribute. |
| | | Storytelling | |



#OregoniansGive

16 Week Promotions Timeline

Week 3

| ✓ | Team Member | Category | Task |
|---|-------------|--------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | Direct Mail | Begin getting responses (don't add to campaign until #OregoniansGive)! |
| | | Newsletter/Blog | Write another blog or newsletter story around your #OregoniansGive campaign. Include ways people can help spread the word and a link to your campaign page. |
| | | Print Materials | Begin drafting a press release to send out the day after your #OregoniansGive campaign is done. |
| | | Social Media | |
| | | Giving Day Profile | Update your #OregoniansGive profile page with your business partner's logos |
| | | Your Website | |
| | | Storytelling | |



16 Week Promotions Timeline

#OregoniansGive

Week 2

| ✓ | Team Member | Category | Task |
|---|-------------|--------------------|---------------------------------------------------------------------------------------------------------------------|
| | | Direct Mail | |
| | | Newsletter/Blog | |
| | | Print Materials | Order thank you cards for your largest donors. A handwritten note goes a long way! |
| | | Social Media | Update your social media profiles with updated #OregoniansGive branding that incorporates "2 Weeks Away!" messaging |
| | | Giving Day Profile | |
| | | Your Website | |
| | | Storytelling | |



#OregoniansGive

16 Week Promotions Timeline

Week 1

| ✓ | Team Member | Category | Task |
|---|-------------|--------------------|--------------------------------------------------------------------------------------------------------------------|
| | | Direct Mail | |
| | | Newsletter/Blog | Begin drafting a newsletter or blog post to send out the day after your #OregoniansGive campaign is done. |
| | | Print Materials | |
| | | Social Media | Update your social media profiles with updated #OregoniansGive branding that incorporates "1 Week Away!" messaging |
| | | Giving Day Profile | |
| | | Your Website | Add "1 Week Away" messaging on your website. |
| | | Storytelling | |



16 Week Promotions Timeline

#OregoniansGive

Days Before - 2

| ✓ | Team Member | Category | Task |
|---|-------------|--------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | Direct Mail | |
| | | Newsletter/Blog | Have a special blog or newsletter edition story around your #OregoniansGive campaign for the day of. Include ways people can help spread the word and a link to your campaign page. |
| | | Print Materials | |
| | | Social Media | |
| | | Giving Day Profile | Make a test donation to ensure all messaging is accurate, and so you'll be able to answer donor questions about the process. |
| | | Your Website | |
| | | Storytelling | |



16 Week Promotions Timeline

#OregoniansGive

Days Before - 1

| ✓ | Team Member | Category | Task |
|---|-------------|--------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | Direct Mail | |
| | | Newsletter/Blog | |
| | | Print Materials | |
| | | Social Media | Update your social media profiles with updated #OregoniansGive branding that incorporates "Tomorrow" messaging |
| | | Giving Day Profile | |
| | | Your Website | Add a large button or banner on the front page of your website that links to your #OregoniansGive profile page for donors to find easily and donate! |
| | | Storytelling | |



16 Week Promotions Timeline

#OregoniansGive

Day Of - General

| ✓ | Team Member | Category | Task |
|---|-------------|--------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | Direct Mail | Enter your direct mail appeal donations on your #OregoniansGive profile page to show the total you've raised! |
| | | Newsletter/Blog | Have a special blog or newsletter edition story around your #OregoniansGive campaign. Include ways people can help spread the word and a link to your campaign page. |
| | | Print Materials | |
| | | Social Media | Update your social media profiles with updated #OregoniansGive branding that incorporates "Today" messaging |
| | | Giving Day Profile | |
| | | Your Website | Add "Today!" messaging on your website |
| | | Storytelling | |



16 Week Promotions Timeline

#OregoniansGive

Day Of - Social Media

| ✓ | Team Member | Time | Social Media Post |
|---|-------------|----------|-------------------------------------------------------------|
| | | 12:00 AM | Post a "celebration" post. Use #OregoniansGive |
| | | 9:00 AM | Thank everyone for their support so far |
| | | 10:00 AM | Post a story about your organization with an engaging photo |
| | | 12:00 PM | Post a noon update about the progress you've made |
| | | 4:00 PM | Post a story about your organization with an engaging photo |
| | | 7:00 PM | Post another update about the progress you've made |
| | | 11:00 PM | Post a "Final hour" message |



16 Week Promotions Timeline

#OregoniansGive

Day After - 12:00AM

| ✓ | Team Member | Category | Task |
|---|-------------|--------------------|-------------------------------------------------------------------------------------------------------|
| | | Direct Mail | |
| | | Newsletter/Blog | Update your blog post/newsletter with final numbers for your #OregoniansGive 24 hour giving campaign. |
| | | Print Materials | Update your press release with final numbers for your #OregoniansGive 24 hour giving campaign. |
| | | Social Media | Post a thank you message |
| | | Giving Day Profile | |
| | | Your Website | |
| | | Storytelling | |



16 Week Promotions Timeline

#OregoniansGive

Day After - 1

| ✓ | Team Member | Category | Task |
|---|-------------|--------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | Direct Mail | |
| | | Newsletter/Blog | Publish your celebratory newsletter/blog post, talking about your success and how much your supporters mean to you. |
| | | Print Materials | Send out a celebratory press release, talking about your success and how much your supporters mean to you. |
| | | Social Media | Update your social media profiles with updated #OregoniansGive branding that incorporates "Thank You" messaging. If you're continuing your campaign after #OregoniansGive is over, update with your campaign branding. |
| | | Giving Day Profile | |
| | | Your Website | Add "Thank you!" messaging on your website. |
| | | Storytelling | |