



#OregoniansGive

8 Week Supporters Timeline

Week ____

✓	Team Member	Category	Task
		Donors	
		Board	
		Staff	
		Fundraising Champions / Volunteers	



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8 Week Supporters Timeline

Week 8

✓	Team Member	Category	Task
		Donors	
		Board	Involve your board in the planning process for #OregoniansGive. Explain your reasoning for participation and how you hope to achieve your goals. Assign roles (donations, fundraising, promotions, sponsorships). Ask them to update their email signature with the #OregoniansGive logo and a link to your #OregoniansGive profile page.
		Staff	Pull together a #OregoniansGive kick-off meeting with your staff to hash out roles and responsibilities, brainstorm fundraising ideas and goals, unique ideas to reach those goals, and how to include #OregoniansGive within your annual fundraising plan. Ask them to update their email signature with the #OregoniansGive logo and a link to your #OregoniansGive profile page.
		Fundraising Champions / Volunteers	



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Week 7

✓	Team Member	Category	Task
		Donors	
		Board	
		Staff	
		Fundraising Champions / Volunteers	Email volunteers announcing your participation in #OregoniansGive, and explaining how they can get involved. Invite them to a Fundraising Champion Kick-Off Party. In your invitation, include what a fundraising champion is, why you are choosing them as your fundraising champion the date, time, and location of the party, and how important they are to you as a supporter. Include an RSVP so you know who's on board.



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8 Week Supporters Timeline

Week 6

✓	Team Member	Category	Task
		Donors	Call major donors to let them know you're participating in #OregoniansGive. Give them specifics with the date, time, and details about the Giving Day. Tell them why it's important to give on that specific date (prizes, raises awareness).
		Board	
		Staff	
		Fundraising Champions / Volunteers	



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Week 5

✓	Team Member	Category	Task
		Donors	
		Board	
		Staff	Check in with your team to see how things are going. Ask the team to update their social media profiles with the #OregoniansGive promotional materials (cover photo and profile picture)
		Fundraising Champions / Volunteers	Remind fundraising champions of the kick-off party



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Week 4

✓	Team Member	Category	Task
		Donors	Send a "Save the Date" to past donors to let them know you're participating in #OregoniansGive. Give them specifics with the date, time, and details about the Giving Day. Tell them why it's important to give on that specific date.
		Board	
		Staff	
		Fundraising Champions / Volunteers	Host your fundraising champion kick-off. Provide your fundraisers with sample emails, social media posts, and a communication timeline. Help them create their pages.



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Week 3

✓	Team Member	Category	Task
		Donors	
		Board	Ask your board to update their social media profiles with the #OregoniansGive promotional materials (cover photo and profile picture)
		Staff	
		Fundraising Champions / Volunteers	



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Week 2

✓	Team Member	Category	Task
		Donors	
		Board	Send out a "2 Weeks Away" email to your board. Encourage them to schedule a time to give, share, or volunteer. Include ways people can help spread the word and a link to your campaign page.
		Staff	Check in with your team to see how things are going.
		Fundraising Champions / Volunteers	



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Week 1

✓	Team Member	Category	Task
		Donors	Send out a "1 Week Away" email to your donors. Encourage them to schedule a time to give, share, or volunteer. Include ways people can help spread the word and a link to your campaign page.
		Board	
		Staff	Check in with your team to see how things are going.
		Fundraising Champions	Ask your fundraising champions to update their social media profiles with the #OregoniansGive promotional materials (cover photo and profile picture)



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8 Week Supporters Timeline

Days Before - 6

✓	Team Member	Category	Task
		Donors	Prepare a messaging timeline or review the messaging templates for donors
		Board	Prepare a messaging timeline or review the messaging templates for board members
		Staff	
		Fundraising Champions / Volunteers	Prepare a messaging timeline or review the messaging templates for fundraising champions



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8 Week Supporters Timeline

Days Before - 3

✓	Team Member	Category	Task
		Donors	
		Board	
		Staff	Check in one more time to ensure everything is in place.
		Volunteer	
		Fundraising Champions	
		Business	



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8 Week Supporters Timeline

Days Before - 1

✓	Team Member	Category	Task
		Donors	Send out a "Tomorrow's the Big Day" email. Remind donors how they can give, why it's important they give on this date, and how it will benefit your organization. Include a link to your #OregoniansGive profile page!
		Board	Send out a "Tomorrow's the Big Day" email. Remind your board of what their role is, why it's important they support their organization on this date, and how it will benefit your organization. Include a link to your #OregoniansGive profile page!
		Staff	Host a #OregoniansGive Prep Party. Remind your staff of what their role is, why it's important they support their organization on this date, and how it will benefit your organization. Go over the schedule of the day. And remember, have fun!
		Fundraising Champions / Volunteers	Send out a "Tomorrow's the Big Day" email. Remind your fundraising champions of what their role is, why it's important they support their organization on this date, and how it will benefit your organization. Include a link to your #OregoniansGive profile page!



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8 Week Supporters Timeline

Day Of - General

✓	Team Member	Category	Task
		Donors	
		Board	
		Staff	<p>Gather "Giving Day" provisions to get everyone excited about the day and set up your #OregoniansGive Command Post. Bring in donuts and coffee in the morning, arrange for lunch for everyone, encourage people to take breaks during the day, etc.</p> <p>Keep a tally on a visible place in your #OregoniansGive Command Post about the progress your campaign is making throughout the day. Share inspiring stories and comments from donors and benefactors. This could even spark some great social media content!</p>
		Volunteer	
		Fundraising Champions	
		Business	



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8 Week Supporters Timeline

Day Of - 12:00 AM

✓	Team Member	Category	Task
		Donors	Send out a celebratory email announcing #OregoniansGive has begun!
		Board	Send out a celebratory email announcing #OregoniansGive has begun!
		Staff	Send out a celebratory email announcing #OregoniansGive has begun!
		Fundraising Champions / Volunteers	Send out a celebratory email announcing #OregoniansGive has begun! Re-send the communication schedule and remind them of the impact they will have on your organization, and how much you appreciate their support!



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8 Week Supporters Timeline

Day Of - 12:01 AM - 11:59 PM

✓	Team Member	Time	Category	Task
		10:00 AM	Donors	Call major donors and thank them for their support. Ask if they can give today (if they haven't already given for #OregoniansGive).
			Fundraising Champions / Volunteers	Check in with your fundraising champions. How are things going? What do they need help with? Provide updates on the campaign as well.
		12:00 PM	Donors	Update donors on progress of your campaign. Include totals so far, and how much this will help your organization.
			Board	Update board on progress of your campaign. Include totals so far, and how much this will help your organization. Encourage them to share on social media, send out an email, or make personal phone calls.
			Staff	Take a stretch/coffee/lunch break! Make sure you recharge over the course of the day so you don't burn out.
			Fundraising Champions / Volunteers	Update donors on progress of your campaign. Include totals so far, and how much this will help your organization.



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8 Week Supporters Timeline

Day Of - 12:01 AM - 11:59 PM CONTINUED

✓	Team Member	Time	Category	Task
		4:00 PM	Donors	Make thank you calls to all donors during the day. This extra touch on the day could spur an additional donation or share.
			Staff	Order dinner for the team, then send everyone home
		11:00 PM	Donors	Send out a "Final Hour" email
			Board	Send out a "Final Hour" email
			Staff	Send out a "Final Hour" email
			Fundraising Champions / Volunteers	Send out a "Final Hour" email



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8 Week Supporters Timeline

Day After - 12:00 AM

✓	Team Member	Category	Task
		Donors	Thank your donors for their support during #OregoniansGive
		Board	Thank your board for their support during #OregoniansGive
		Staff	Thank everyone on your team for their support during #OregoniansGive
		Fundraising Champions	Thank your fundraising champions for their support during #OregoniansGive



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8 Week Supporters Timeline

Days After - 7

✓	Team Member	Category	Task
		Donors	
		Board	Ask your board to help with writing notes and calling donors to thank them for their support
		Staff	
		Volunteers	Ask volunteers for help in writing thank you notes for your donors
		Fundraising Champions	



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8 Week Supporters Timeline

Days After - 14

✓	Team Member	Category	Task
		Donors	Send handwritten notes to your major donors to thank them for their generous support for your campaign.
		Board	Send handwritten notes to your board to thank them for their generous support in getting the word out about your campaign.
		Staff	Send handwritten notes to your team to thank them for their generous support in getting the word out about your campaign.
		Fundraising Champions / Volunteers	Send handwritten notes to your fundraising champions to thank them for their generous support in getting the word out about your campaign.