



Issue #6

## Your 30 Day Checklist



### Now

- Double-check your website (Is your donation button easy to find? Will people have trouble understanding what your organization does?)
- Create a campaign concept that is item-specific, dollar-specific, or time-specific.
- Register with Toledo Community Foundation to be eligible for a matching grant.
- Register nationally at <https://www.givingtuesday.org/organizations#block--join-the-movement> to be part of a global movement and get access to tools and resources, including a volunteer pledge app.
- Give your community a heads up to “save the date, including your donor list”
- Create a promotional calendar to support your #GivingTuesdayNWO goals. If you plan to host an event or volunteer opportunity, announce your plans to your community now.
- Research the companies in your area matching employee gifts. Identify connections in your network who can help you get them to send out a corporate email for your cause.
- Kick off a matching grant effort specific to your organization. Ask a board member to offer a matching grant to increase end of year giving with the request to tweet it on #GivingTuesday as a kick off to the campaign.

### 2 weeks before #GivingTuesdayNWO

- Connect everyone involved on social media. Make sure all your staff, board, and volunteers are invited to follow your account and your campaign.



- Activate your board and key ambassadors to start spreading the word about your campaign. Arm them with 'cut and paste' content to share. Facebook and Twitter make it particularly easy for people to share your content.
- Send a preview email to your community to prime them on social media.

### **1 week before #GivingTuesdayNWO**

- During Thanksgiving Week (11/21), send out second email to your donor and prospect lists, highlighting your key campaign messages and goals.
- Craft stories that show short and long-term impact. Donors want to know how and when their gift will make a difference.

### **On #GivingTuesdayNWO (11/29/16)**

- Designate special #GivingTuesdayNWO staff to monitor your fundraising page and social media channels. This person(s) should also be able to instruct supporters on how to donate in case they're not familiar with donating online.
- Send out Donate-Today email to your donor and prospect lists, highlighting your key campaign messages and goals.

### **Post #GivingTuesdayNWO**

- Keep your donors engaged. Ideas to consider include thank you posts, thank you emails, a request to follow your organization on social media, letting them know about upcoming volunteer opportunities, creating an infographic for them to share.
- Determine the success of your giving efforts by analyzing the data you tracked.
- Measure mobile giving activity
- Decide how #GivingTuesdayNWO integrates with your fundraising efforts on the other 364 days of the year
- Decide how the other 364 days of the year integrate with your #GivingTuesdayNWO 2017 campaign