



Communication Guide

8 Week Breakdown

An interactive workbook to help you create, plan, and implement your own Day of Giving campaign for a successful 24 hours of philanthropy!

Eight Weeks Before

Major Objective: **Get Started and Get Excited**

Checklist:

	Task	Owner	Notes	Status
Plan	Plan a Giving Day kick-off meeting with your staff. Determine roles and responsibilities, brainstorm fundraising goals, unique ideas to reach those goals, and how to include the Giving Day within your annual fundraising.			
	Sign up and customize your Giving Day profile.			
	Craft your Giving Day profile story.		What's your goal? Why are you fundraising? How will your goal help you reach your organization's mission?	
Promote	Announce your participation in a Giving Day!			
	Begin a blog or newsletter series around your Giving Day participation.		Include ways people can help spread the word and a link to your profile.	
Engage	Explain your reasoning for participation and plan to board members.		Ask for their help in a variety of roles (donations, fundraising, promotions, sponsorships).	

Notes:

Six Weeks Before

Major Objective: Gear Up

Checklist:

	Task	Owner	Notes	Status
Plan	Download all of the promotional graphics from the Giving Day website.			
Promote				
Engage	Call major donors to let them know you're participating in the Giving Day. Give them specifics with the date, time, and details about the day.		Tell them why it's important to give on that specific date (prizes, raises awareness).	

Notes:

Three Weeks Before

Major Objective: **Get the Word Out**

Checklist:

	Task	Owner	Notes	Status
Plan				
Promote	Ask your staff and board to update their social media profiles with the Giving Day promotional materials.		Cover photo and profile picture are public and visible! Get them in your Downloadable Goodies.	
	Write another blog or newsletter story around your Giving Day participation that includes ways people can help spread the word and a link to your profile.		Include ways people can help spread the word and a link to your profile.	
Engage				

Notes:

Two Weeks Before

Major Objective: **Start Marketing Push**

Checklist:

	Task	Owner	Notes	Status
Plan	Review your Giving Day profile to ensure it looks just as you'd like it to and make tweaks based on campaign progress so far.			
	Check in with your team to see how things are going.			
Promote	Send out a "2 Weeks Away" email to your board that encourages them to schedule a time to give, share, or volunteer.		Include ways people can help spread the word and a link to your profile.	
Engage				

Notes:

One Week Before

Major Objective: **Finish Preparation**

Checklist:

	Task	Owner	Notes	Status
Plan	Check in with your team to see how things are going.			
Promote	Send out a "1 Week Away" email to your donors, board, and P2P fundraisers. Encourage them to schedule a time to give, share, or volunteer.		<ul style="list-style-type: none"> • Include ways people can help spread the word and a link to your profile. • For P2P: Make sure they include a link to their personal P2P fundraising page. 	
Engage	Ask your staff and board to update their social media profiles with the Giving Day promotional materials.		Cover photo and profile picture are public and visible! Get them in your Downloadable Goodies.	

Notes:

Days Before

Major Objective: Final Push

Checklist:

	Task	Owner	Notes	Status
Plan	Prepare a messaging timeline or review the messaging schedule for social media, donors, P2P fundraisers, and board members.			
	Make a test donation to ensure all messaging is accurate, and so you'll be able to answer donor questions about the process.			
Promote	Have a special blog or newsletter edition story around your Giving Day participation for the day of.		Include ways people can help spread the word and a link to your profile.	
Engage				

Notes:

One Day Before

Major Objective: Make Sure Everything is Set for Tomorrow

Checklist:

	Task	Owner	Notes	Status
Plan	Final check in with staff.			
Promote	Update your social media profiles with updated Giving Day branding that incorporates "Tomorrow" messaging.		Add a large button or banner on the front page of your website that links to your Giving Day profile for donors to find easily.	
Engage	Send out a "Tomorrow's the Big Day" email to your board, P2P fundraisers, and donors. Remind them 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 Giving Day profile.	

Notes:

The Big Day!!

Major Objective: Hit Your Goals

Beginning of Day Checklist:

	Task	Owner	Notes	Status
Plan	<ul style="list-style-type: none"> Gather "Giving Day" provisions to get everyone excited about the day and set up your Giving Day Command Post. Bring in donuts and coffee in the morning, arrange for lunch for everyone, encourage people to take breaks during the day, etc. Keep a tally in a visible place in your Giving Day Command Post about the progress your Giving Day campaign is making throughout the day. 		Share inspiring stories and comments from donors and benefactors. This could even spark some great social media content!	
	Have a special blog or newsletter edition story around your Giving Day participation.			
Promote	Include ways people can help spread the word and a link to your profile.			
	Update your social media profiles with updated Giving Day branding that incorporates "Today" messaging. Add "Today!" messaging on your website.			
Engage	Send out a celebratory email announcing the giving has begun to P2P fundraisers, donors, board, and staff!			

Notes:

The Big Day!!

Major Objective: Hit Your Goals

Midday Checklist:

	Task	Owner	Notes	Status
Plan	Tell your staff to take a stretch/coffee/lunch break!		Make sure you recharge over the course of the day, so you don't burn out.	
Promote	3 Hours In: Thank everyone for their support so far.			
	6 Hours In: Post a story about your organization with an engaging photo.			
	6 Hours To Go: Post a story about your organization with an engaging photo.			
	3 Hours To Go: Post another update about the progress you've made.			
Engage	Call major donors to thank them for their support and ask if they can give today (if they haven't already given during the Giving Day).			
	Check in with your P2P fundraisers and board.		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.	

Notes:

The Big Day!!

Major Objective: Hit Your Goals

End of Day Checklist:

	Task	Owner	Notes	Status
Plan	Order dinner in and allow staff to go home.			
Promote	1 Hour To Go: Post a "Final Hour" message.			
	Post a thank you message with final totals on social media, in your press release, and on your website.			
Engage	Make thank you calls to all donors during the day. This extra touch on the day could spur an additional donation or share.			
	Send out a "Final Hour" email to donors, board, P2P fundraisers, and volunteers.			
	Thank all donors, board members, staff volunteers, P2P fundraisers, and businesses.			

Notes:
