

# Got a Giving Day coming up?

We're here for it, right along with you.

A community Giving Day can be a key opportunity to grow your reach and awareness, engage with supporters, educate prospects and (of course) raise money—but you have to be prepared. It's a quick event that can come and go in the blink of an eye, and if you're not ready, you wind up with a #missedopportunity.

This checklist will walk you through all of the steps, from a smart beginning to a spectacular end, in order to have the most successful Giving Day possible.

These steps are easy, actionable and reliable, and this checklist will ensure that nothing important slips through the cracks as you're planning.



## BEFORE THE EVENT

### ☐ Create a marketing plan.

- Know the Giving Day's guidelines. For example, if there's a matching fund, be sure to drive supporters to the right donation link to make their gift eligible. Get all the details about when the event begins and ends, how it's being promoted (the host may provide an online toolkit you can use to help) and how you'll receive your funds.
- Create an email and social media promotional calendar that includes frequency, themes and milestones. It helps to know in advance what you're going to say in each touchpoint so you're not brainstorming on the fly.
- Write and preschedule marketing emails and social media posts. This frees you up to pepper supporters with live updates, tons of personal follow-up and gratitude throughout the day.
- Use videos and photos to add a personal and authentic touch to your message.

### ☐ Update your website.

- Be sure your content is fresh, your links are all working and your donation buttons take supporters to the correct campaign page to make a gift. This is especially important if there's a matching fund and donations need to be made on a specific page in order to be eligible.
- Do a quick audit. Is there any outdated information? Old photos that seem irrelevant now? Your website is the face of your org—put your best face forward on this crucial day.

### ☐ Update your campaign page to include videos and photos.

- Your own imagery (as opposed to stock photography) creates a more personal message and draws donors into your story.
- Videos are a great way to show rather than tell, and they can be shot and edited easily with a smartphone and the right app. Remember, it doesn't have to be perfect. Authenticity and a compelling story beats production value every day of the week.

### ☐ Prime your inner circle of key supporters and turn them into advocates.

Be explicit about the support you need from key donors—for example, early donations, strategically-timed donations, access to their network, social media engagement.

Turn your board members into brand evangelists. Enlist them to engage with their networks leading up to Giving Day and encourage community members to donate.

### ☐ Don't launch with a zero balance.

Encourage key supporters to give early so your campaign already looks popular on the big day (people like to support what everyone else supports).

## DAY OF THE EVENT

- ❑ **Make sure team roles and responsibilities are clear in order to be nimble and responsive.**

It's important for the whole team to be on the same page so everyone knows who's doing what.

- ❑ **Be prepared to monitor social media all day.**

The best way to motivate donors is to keep them updated on your progress. Post on your social accounts throughout the day, sharing stories of people who'll be helped by your campaign, how donations will be used and how close you are to your fundraising goals.

- ❑ **Thank people immediately.**

Even though they get an automatic receipt, send a personal note of appreciation and ask them to share your campaign page with their network. Use the tag 'n thank method on social media, so it shows up in their newsfeed and their friends can see it.

- ❑ **Make it fun!**

People want to be part of something that's exciting, positive and optimistic.

## AFTER THE EVENT

- ❑ **Send a mass email to thank your community.**

- Tell them how your campaign went, celebrate your success and most of all, show your appreciation. You can't over thank your supporters.
- Remember that yours may not be the only org that people gave to. Make it clear how the Giving Day event impacted your nonprofit, what the dollars will be used for and how supporters can stay in touch.

- ❑ **Make a plan for continued communication.**

The Giving Day may be a one-and-done event, but your relationship with your new donors is just beginning. Ask them to subscribe to your emails, follow you on social and join your mailing list so you can cultivate relationships that will last long after this one Giving Day.

This may sound like a lot, but you don't have to do it alone—we're here for you! Our passionate team at Firespring is comprised of marketing strategists, designers, copywriters, printing professionals and more who understand the nonprofit space.

What can we start on for you? Call us at **888.388.5778** or give us a shout-out at **hello@firespring.com** to learn more about how we can set you up for Giving Day success.

