



# Communication Guide

4 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!

## Four Weeks Before

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

#### Checklist:

	Task	Owner	Notes	Status
Plan	Sign up and customize your Giving Day profile.			
Promote	Announce your participation in a Giving Day!			
Engage	Explain your reasoning for participating and plan to board and staff members. Ask them to join as peer-to-peer (P2P) fundraisers.		In your explanation, include what a P2P fundraiser is, why you chose them as your P2P fundraiser, and how important they are to you as a supporter.	
	Call major donors to let them know you're participating in Giving Day. Give them specifics with the date, time, and details.		Tell them why it's important to give on that specific date (prizes, raises awareness).	
	Assign major roles and responsibilities to your staff (donor engagement, P2P fundraiser/board engagement, and campaign management).		Ask them to update their email signature with the Giving Day logo and a link to your Giving Day profile.	

#### Notes:

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# One Week Before

## Major Objective: **Keep Tasks on Track**

### Checklist:

	Task	Owner	Notes	Status
Plan	Download the Day Of messaging for donors/social media/P2P fundraisers (board members).			
Promote	Post a "1 Week Away" post on all social media channels.			
Engage	Send out a "1 Week Away" email to your donors. Encourage them to schedule a time to give, share, or fundraise.		Include ways people can help spread the word and a link to your profile.	

### Notes:

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# Days Before

## Major Objective: Meet, Plan, and Discuss

### Checklist:

	Task	Owner	Notes	Status
Plan	Review your Giving Day profile to ensure it looks just as you'd like it to. Make tweaks based on Giving Day progress so far.			
	Check in with staff to ensure everything is in place.			
	Make a test donation to ensure all messaging is accurate, and so you'll be able to answer donor questions about the process.			
Promote				
Engage				

### Notes:

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# The Big Day!!

## Major Objective: Hit Your Goals

### Beginning of Day Checklist:

	Task	Owner	Notes	Status
Plan	<ul style="list-style-type: none"> <li>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.</li> <li>Keep a tally in a visible place in your Giving Day Command Post about the progress you're making throughout the day.</li> </ul>		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 and add "Today" messaging on your website.			
Engage	Send out a celebratory email announcing the giving has begun to P2P fundraisers, donors, board members, and staff.			

### Notes:

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# 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	<b>3 Hours In:</b> Thank everyone for their support so far.			
	<b>6 Hours In:</b> Post a story about your organization with an engaging photo.			
	<b>6 Hours To Go:</b> Post a story about your organization with an engaging photo.			
	<b>3 Hours To Go:</b> Post another update about the progress you've made.			
Engage	Call major donors and thank them for their support. Ask if they can give today (if they haven't already given during the Giving Day).			
	Check in with P2P fundraisers and your 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:

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