



CommunityFunded™

Day of Giving Communications Toolkit

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Communications Timeline

Today

- Take a look through this guide
- Follow our social media channels: [links to any giving, alumni, university, clubs, etc pages]
- Add [Day of Giving name] to your calendar for [date] with [LINK]

90 Days before Launch

- Send initial announcement to warm up potential supporters.
- Certain individuals will become your champions and ambassadors and help share your event

2 Months before Launch

- Send a Save the date.
- Use an electronic postcard – you're hosting a big event!

1 Month before Launch

- Send weekly or bi weekly announcements

1 Week before Launch

- Announce [Campaign name(s)]!
- Email your personal network
- Share the [school/university's] [hashtag] Facebook and Twitter posts
- Tag friends in your posts

2-3 Days before Launch

- Download the official [Day of Giving] pictures from [LINK]
- Change your Facebook and Twitter profile pictures and cover photos
- Post about [Day of Giving name] on your favorite social media channels
- Tag friends in your post
- Make your gift early at [LINK]

Day of Launch

- Email your personal network that today's the day!
- Post/share on social media throughout the day
- Tag your friends and encourage them to donate and show support on social media
- If you know who made a gift, send them a personal thank you or social shout out

Day after Launch

- Thank your network for participating via posts or via email
- Share the [school/university's] [hashtag] Facebook and Twitter posts

Utilizing Social Media for Success

Select Your Channels

Social media is an important way to reach out to your donor base before, during and after you launch your Day of Giving campaign! The most common social channels utilized for promoting campaigns include:

- Facebook
- Twitter
- LinkedIn
- Instagram

When you are selecting which social media channels to use for your campaign, consider the following factors:

- Number of followers
- Which channels are most utilized by your target audience
- Based on the nature of the campaign/cause, where it would best be promoted
- Which channels provide access to influential members or groups in the community
- The current amount of engagement on each channel (shares, retweets, likes, etc)
- Which channels let you utilize a Day of Giving/campaign hashtag

Develop Your Channel Strategies

Facebook

- Extend your outreach by creating a Facebook page for the campaign itself! This will direct all supporters to one central page displaying any updates, images, and conversations around the campaign's current status.
- Explore Facebook Insights: each Facebook page has a tab that lists statistics and enables you to see post performance in terms of likes, shares, demographics, and reach.

Twitter

- Try to compose engaging tweets with photos, questions, and interesting articles that will merit a response, reaction, or re-tweet from interested followers.
- Hashtags are KEY! Remember that the more relevant hashtags used will increase the chance that your campaign will be seen by your target audience.

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- Encourage donors and supporters to use your campaign hashtag(s), retweet what you're sharing about the campaign, and follow influential people that will endorse your campaign by sharing it.

LinkedIn

- Most companies, employers, and students use LinkedIn for researching opportunities. When posting about your Day of Giving campaign on LinkedIn, remember to be informative and detailed about your cause and institution.
- It's important to link to the appropriate individuals but also join groups that fit with your target audience.

Instagram

- When promoting your Day of Giving campaign on Instagram, remember to post pictures that represent your mission and/or goals.
- Update donors regularly during the campaign timeline. The number of dollars and donors can be captured in a screenshot displaying your campaign's progress. Underneath the photo make sure to insert the campaign hashtag and link.
- Pictures revealing any physical progress made by a campaign can be used to motivate potential donors.
- You can post pictures of the organization or school's community and staff working together on the back end of the campaign, organizing/participating in campaign related events, etc.
- Post a picture sporting your mascot, gear (coffee mugs, license plates, hats, etc.), and share what you love about your organization. Be sure to use the campaign's official hashtag and encourage others to spread the word and support the campaign by sharing the URL.

Engage With Your Target Audience

One of the most important elements when engaging with your audience is enticing these potential donors to respond to your posts! You can accomplish this by appealing to your community through engaging posts, messages, or tweets about the goal, mission, or nature of your Day of Giving campaign.

Updates on your campaign donations are key to engaging with your donors and increasing donations. Examples of updates include:

- Reaching campaign goals (number of donors/dollars)
- Examples of the Day of Giving being featured on a news outlet (local or university newspaper, radio station, etc)
- Pictures from any campaign related events (pre/during/post)

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- Expressing your gratitude is one of the most important communications between the campaign creators and the donors who contributed to its success. This can be done in the form of a campaign update during the day, as well as at the close of the campaign.

Social Templates for Your Platform

Pre-Event

[Day of Giving name] is a day of online fundraising that brings together alumni, students, parents, faculty, staff, and community members to help make a difference to [name of institution]. On [date of Day of Giving], from [start time] to [end time], we need our community of faithful and compassionate [mascot]s to spread the word and make an impact through giving to a wide range of projects.

Day of Event

It's time to come together as a community and support [Day of Giving name] at [organization, foundation, or school name]! No amount is too small! There's only [24 hours/1 day] to give, so make your gift now at [LINK]. #InsertDayOfGivingHashtag

Approaching Close of Day of Giving

Thank you for all of the support! With only [number of hours left], the [Day of Giving name] has raised nearly [funds raised] with [number of donors]. Please help us meet our goal by visiting and sharing [LINK]. #InsertDayOfGivingHashtag

Post Event

Thank you to everyone who came forward to support the [Day of Giving name]! Together as a community, we were able to raise [dollar amount] to help benefit [causes]. Check out the final results of our fundraising efforts at [Platform link]. #DayOfGivingHashtag

Social Templates for Campaigns

Try to include images to your posts, especially if they feature your campaign team, as they will make your content more engaging. Please don't hesitate to customize the sample social media posts to best fit your project or cause!

Pre-Event

Mark your calendars! [Organization name] will host [Day of Giving name], an online giving initiative, on [date]. You can give back and help support our cause to [explain cause]. For more information, visit [Campaign Link]. #DayOfGivingHashtag #CampaignHashtag

Day of Event

Today [Organization name] is launching the [Day of Giving name] and supporting our [cause]! Our campaign will only be running for [24 hours/ 1 day], so please show your support by visiting and sharing this link [Campaign link]. #DayOfGivingHashtag

Approaching Close of Day of Giving

Only [# of hours] left to give to #CampaignHashtag at [Organization name]! Please visit [Campaign link] to support [explain cause]! #DayOfGivingHashtag

Post Event

Thank you [name of community]! Because of you, we are able to achieve our goal(s) of [campaign goals] in just [number of days]! #DayOfGivingHashtag #CampaignHashtag

Email Templates for Campaigns

We find it's best to update your networks by these groups:

- **Supporters:** The early supporters are often also the most invested in your success. Tell them how much the campaign has raised in the first few hours, and at regular intervals, as well as what you intend to do next in each update.
- **Potential Supporters:** These people might be thinking about supporting your cause, and with successful fundraising under your belt, they may be more likely to support. They may also share your story with their networks, even if they don't contribute funds yet.

Now that you've identified your audience, your community needs to know that your campaign is making progress! Make sure to send updates regularly to demonstrate your commitment to success, and create incentives for people to stay (or become) involved.

1-2 weeks Before Day of Giving Campaign Launch

Subject Line Ideas:

- We're almost there!
- 72 hours until it all changes.
- The countdown begins...

Dear _____:

On [Day of Giving date], members of the [school name's] community will join together for ONE DAY of giving back. The objective is simple: to inspire [mascot name]'s everywhere to come together, demonstrate their pride for [Organization name], and provide essential funding to support [Organization name]'s students and shape the future.

I'm asking you to help us reach our goal of [goal number] gifts by marking your calendar and making a gift at [LINK] on [Day of Giving date]. [Day of Giving name] ends at [time] on [date].

Together we can come together to make the best possible experience for our students. Click here [insert hyperlink] to view the video and experience first-hand how supporting [Day of Giving name] will make an impact.

Sincerely,

Day of Campaign Launch

Subject Line Ideas:

- Today's the Day!
- Only 24 hours to make a difference!

Dear _____:

I woke up really excited this morning! On [Day of Giving date], thousands of people in the [Organization name] community will show their support during [Day of Giving name].

What really has me excited is that this is going to be a big event, and everyone will be talking about the projects they're supporting, one of which I'm a part of!

[Insert shot of your campaign/team]

I need your help with three things:

1. Mark [Day of Giving date] on your calendar and add my campaign link [Campaign link].
2. Follow the campaign on Facebook [link] and Twitter [link and hashtag] and help me share.
3. Spread the word! Forward this email to family and friends with a personal note about the impact I'm trying to make. Ask them to give on [Day of Giving date] at [Campaign link].

I can't do it without you!

Sincerely,

Post Event

Subject Line Ideas:

- Thank you for your donation!
- Together WE made a difference!

Dear _____:

Thank you for supporting [Day of Giving name] and [Campaign name]! Thanks to the incredible generosity of alumni, friends, faculty, staff, and students, gifts of all sizes came together to provide valuable assistance to strengthen [Campaign's mission].

Together we raised [Number of dollars] from [Number of donors]!

The success of this campaign would not have been possible without your support and generosity!

[Link to Thank you page]

Sincerely,
