



## Ultimate Giving Day Campaign Checklist

### Before Your Giving Day

- Set goals**
  - Create a timeline
  - Determine which metrics to track
- Determine what kind of campaign**
  - Determine budget and labor resources
  - Fundraising platform needs
- Brand your campaign**
  - Name of campaign
  - Logo
  - Hashtag
- Create donation and fundraising pages**
- Secure sponsorships**
  - Contact media partners
  - Determine matching gift sponsors
- Recruit social ambassadors**
  - Prepare resources of ambassadors
- Prepare your content ahead of time**
  - Create communications plan
  - Create communications calendar
  - Create communications content
    - Pre event outreach
      - Website
      - Social media
      - Print

- Emails
- Day of event outreach
  - Website
  - Social media
  - Print
  - Emails
- Post event outreach
  - Website
  - Social media
  - Print
  - Emails
- Create day of event plan
- Send press-release
- Make it fun**
  - Consider prize and match incentives

### **Giving Day**

- Launch your giving day**
- Morning update on progress**
  - Website
  - Social media
  - Emails
- Afternoon update on progress**
  - Website
  - Social media
  - Emails
- Evening update on progress**
  - Website
  - Social media
  - Emails
- Social media engagement**

## After Giving Day

- **Don't forget about your post campaign follow-up**
  - Thank supporters
  - Provide final fundraising total
  - Plan for outreach to new supporters
  
- **Review campaign metrics and goals**
  
- **Send press-release**