

Countdown Check List

8 Weeks before Go Big GIVE

Outreach:

- Proofread your page and giving levels. Do your photos and narrative inspire others to donate?
- Ask at least two potential partners for matching funds

Board and staff engagement planning:

- Define your donation goals
- Get your staff and board involved. Strategize when they will give to maximize incentives

Marketing:

- Follow Go Big GIVE on Facebook and Twitter
- Decide how you will use the marketing platforms you chose at the trainings sessions
- Order Go Big GIVE t-shirts - contact with John Schroll or another t-shirt vender of your choice
(Wear your Go Big GIVE t-shirts for a photo of your team or use the selfie frame!)

6 Weeks before Go Big GIVE

Marketing:

- Utilize the marketing platforms that work for your organization
- Follow the Action Plan created at training

Organization Event:

- Determine if hosting an event will help your organization raise funds and promote your event
- Define and promote your event and add it to your GBG website profile _____
- Email give@GoBigGIVE.org to sign up for a booth at Conestoga Mall by April 1st

Website:

- Update your website and include information about Go Big GIVE
- Add a link to gobiggive.org

Social Media:

- Write social media posts to schedule throughout the month (Include #GoBigGIVE)
* Need help with social media? Check out the "FAQ/Tools" page

4 Weeks before Go Big GIVE

Marketing:

- Print/order the marketing materials available on the toolkit page (Postcard, Poster, Table Tent, Inserts, Stamp, Buttons/Stickers) to use for mailings and at your event/booth

E-mail Communications:

- Add the Go Big GIVE logo to your e-mail signature

Social Media:

- Change your cover photo to a Go Big GIVE cover photo, available on the toolkit page
- Schedule posts on Hootsuite at least three times a week through May 3

3 Weeks before Go Big GIVE

Marketing and Outreach:

- Display and send marketing materials within your organization (Postcard, Poster, Table Tent, Inserts)
- Utilize other marketing platforms to reach out to your supporters
- Send a letter to friends of your organization to share incentives and encourage donations
- Personally contact 10 donors and ask them to set up a pre-give between April 26th and May 2nd

2 Weeks before Go Big GIVE

Communications:

- Send out a reminder e-mail about Go Big GIVE and your event/booth
- Thank Go Big GIVE Sponsors

1 Week before Go Big GIVE

Social Media:

- Post every day, or schedule posts every day on Hootsuite

Communications:

- Send out a reminder e-mail about Go Big GIVE and your event/booth
- Login to your page to view donations and reach out to donors

Day of Go Big GIVE

Social Media:

- POST ALL DAY!!
- Make sure to thank your donors and highlight them on your page!
- Post your updated amount raised
- Use #GoBigGIVE on your posts
- Re-tweet and share posts from Go Big GIVE for updates and incentive prize winners
- Take a lot of photos from your event and send photos to cammie@heartlandunitedway.org to share
- Promote what a donation will do for your organization _____
- Post photos of your board, staff and volunteers getting excited about Go Big GIVE
- Thanking your supports, donors and volunteers for their hard work and donations

Website:

- Update your website!

Activities:

- Try to attend other Go Big GIVE events
- Go to Go Big GIVE headquarters at Conestoga Mall

After Go Big GIVE

Thank You and Recognition:

- Create a "Thank You" post for your social media followers
- Highlight the bonus incentive your organization received during Go Big GIVE
- Let your followers know if one of your donors was chosen for an hourly incentive.
- Send a personal "Thank You" to your volunteers
- Send a "Thank You" note or letter to your Go Big GIVE donors
- Send a "Thank You" to Go Big GIVE Sponsors