



# 55 Days

## Until Go Big GIVE!

What's your **GAME PLAN?**

**Mission Statement:**

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**Campaign Goal:** How much money do you want your organization to raise? \$ \_\_\_\_\_

**Target Audience:** Who do you want to reach? (Check all that apply)

- |   |  |                                       |                                       |
|---|--|---------------------------------------|---------------------------------------|
| <input type="checkbox"/> Board/past board | <input type="checkbox"/> Alumni            | <input type="checkbox"/> Grandparents | <input type="checkbox"/> Young Adults |
| <input type="checkbox"/> Clients          | <input type="checkbox"/> Business Partners | <input type="checkbox"/> Parents      | <input type="checkbox"/> Kids         |
| <input type="checkbox"/> Donors           | <input type="checkbox"/> Families          | <input type="checkbox"/> Staff        | <input type="checkbox"/> Other: _____ |

**Marketing Tools:** What marketing platforms will best reach your supporters?

(Choose what you can realistically accomplish)

- |                                       |   |  |  |
|---------------------------------------|---|--|--|
| <input type="checkbox"/> Facebook     | <input type="checkbox"/> Email/E-Blasts | <input type="checkbox"/> Mail Inserts        | <input type="checkbox"/> Website             |
| <input type="checkbox"/> Twitter      | <input type="checkbox"/> Newsletter     | <input type="checkbox"/> Personalized Letter | <input type="checkbox"/> Radio               |
| <input type="checkbox"/> Instagram    | <input type="checkbox"/> Newspaper      | <input type="checkbox"/> Hand-Written Card   | <input type="checkbox"/> Face-to-Face Visits |
| <input type="checkbox"/> Hootsuite    | <input type="checkbox"/> Fliers         | <input type="checkbox"/> Post Card           | <input type="checkbox"/> Swag Items          |
| <input type="checkbox"/> Other: _____ |   |  |  |

**Making your Participation a Success:** What will make you stand out and make your participation in Go Big GIVE successful? Why should donors give to your organization?

Specific cause \_\_\_\_\_ Matching funds \_\_\_\_\_

Other \_\_\_\_\_

What would you say if a donor asks you why they should give to your organization, and how their gift would make an impact?

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**Action Plan:**

What is your plan to get your board involved in Go Big GIVE?

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If you wanted to obtain matching funds, list two potential partners you could approach and how much you would ask for.

1. \_\_\_\_\_ 2. \_\_\_\_\_

Name 10 donors you could ask to make a pre-give donation between April 26th and May 2nd.

1. \_\_\_\_\_ 6. \_\_\_\_\_  
2. \_\_\_\_\_ 7. \_\_\_\_\_  
3. \_\_\_\_\_ 8. \_\_\_\_\_  
4. \_\_\_\_\_ 9. \_\_\_\_\_  
5. \_\_\_\_\_ 10. \_\_\_\_\_

List in order what you will do between now and May 3rd to promote your nonprofit organization's involvement in Go Big GIVE.

Action Items	Date	Person Responsible
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____
5. _____	_____	_____
6. _____	_____	_____
7. _____	_____	_____
8. _____	_____	_____
9. _____	_____	_____
10. _____	_____	_____

How much time will you dedicate to Go Big GIVE per week? \_\_\_\_\_

What is your budget? \$ \_\_\_\_\_ How much will your promotions cost? \$ \_\_\_\_\_

**Personal Notes:**

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