

#GREATCOMMUNITYGIVE



April 18, 2018

An interactive workbook to help you create, plan and implement you day of giving.

BEST PRACTICE #1 SOCIAL MEDIA

For an online event, social media plays a huge role. Even if you are new to this way of communicating, Great Community Give is the time to dive in and get your feet wet! Utilizing Facebook and other platforms will help you communicate to your current and future donors pre-event, during and long after the event.

Questions

1. What social media platforms will you use for the GREAT COMMUNITY GIVE?

2. What are the key messages you will convey on these platforms?

3. Which prizes will you attempt to win?

4. Do you have a staffing plan? Who will run your social media campaign?

5. What other tools/resources do you need to implement this practice?

Notes:

BEST PRACTICES #2 BOARD ENGAGEMENT

Board participation is a crucial element for success on April 18. How will you engage your board and activate them to assist with your GREAT COMMUNITY GIVE campaign?

Questions

1. What will be your goal for board giving? (100%? 75%, etc.)

2. What prizes will you and your board work on together?

3. What donor engagement strategies will your board employ?

4. What social media activity will you ask of your board?

5. What other communication/marketing activities will your board engage in?

6. What other tasks or strategies will you ask your board to participate in?

Notes: _____

BEST PRACTICE #3 DONOR ENGAGEMENT

Engaging your donors before, during, and after the GREAT COMMUNITY GIVE drives home the importance of donor stewardship, cultivation and keeping them aligned with your organization for continued engagement, support and gifts.

Questions

1. How will you engage your current donor base?

2. How will you thank your donors during April 18?

3. What is your plan to thank your donors after April?

4. How will you engage new donors?

5. What tools/resources do you need to implement this practice?

Notes:

BEST PRACTICE #4 DONOR ENGAGEMENT – KNOW YOUR AUDIENCE

To craft the right and most effective message, you need to know your audience. Who are they? How can you find them and how can they be your best ambassadors?

Questions

1. Who are your current audiences?

2. Who do you want to target? (prioritize them)

3. How will you find them?

4. Your Message: How is the community different because you exist? What stories of impact can you share?

5. What tools/resources do you need to implement this practice?

Notes:

BEST PRACTICE #5 GOAL SETTING

Goals for the GREAT COMMUNITY GIVE are more than financial. Manage your expectations for setting your overall philanthropic goals: new donors, visibility, marketing, social media.

Questions

1. What is your financial goal for GREAT COMMUNITY GIVE?

2. What is your donor goal?

3. What are your other goals?

4. How do you plan on measuring these goals?

5. What tools/resources/staff do you need to implement this practice?

Notes:

BEST PRACTICE #6 MAXIMIZE COMMUNICATION TOOLS

Once you've defined your audience, crafted your message, and set your goals, maximize the right communication tools available to you. The Community Foundation will provide a broad brush overview, from email marketing to traditional marketing to using your board as effective ambassadors. Use what works best for you!

Questions

1. What communication tools are you already using in your organization?

2. What tools are you not currently using that you would like to incorporate into your campaign?

3. What current marketing strategies can you add a GREAT COMMUNITY GIVE message to?

4. What tools/resources do you need to implement this practice?

Notes:

DEVELOP AND EXECUTE YOUR PLAN

Using your notes from the best practices, you are now ready to put it all together. Use the template below to create your 8-week workplan.

Keep in mind that the first 4 weeks of your plan should be dedicated to planning and preparation. The 2nd half of your plan should be implementing, starting with soft marketing, then transitioning into heavy marketing at the 2 week mark.

GREAT COMMUNITY GIVE Goals:

Dollar Goal: _____

Donor Goal: _____

New Donor Goal: _____

We will compete for the following prizes:

Other Goals:

Eight Weeks (February 21 – 27) Meet, Plan,**Discuss Checklist:**

- ___ Set weekly meetings with your staff or volunteers who will be assisting with your campaign
- ___ Meet and complete this workplan
- ___ If you are creating special printed materials, decide what those will be and begin design & production
- ___ Decide on what and how many prizes you will attempt to win
- ___ Finalize donor email/contact lists and make sure all information is ready to use
- ___ Create outreach strategy for current donors

	Task	Staff	Status	Notes
Planning				
Communication				
Donor Engagement				
Board Engagement				

Seven Weeks (February 28 - March 6) Teasers and

Preparations Checklist:

- Review and download (if necessary) all items from the Nonprofit Toolkit
- Begin outreach to local businesses to form partnerships and support
- Add a Great Community Give logo to your email signature
- Add a teaser or save the date block to your website and outgoing newsletters
- Give Great Community Give updates at your monthly or quarterly board meeting
- Make sure you have completed all checklist items from the previous week!

	Task	Staff	Status	Notes
Planning				
Communication				
Donor Engagement				
Board Engagement				
Other				

Six Weeks (March 7 - 13) Preparing for Your Soft Marketing

Launch! Checklist:

- Decide on communication tools
- Determine who will run your social media campaign (staff, hired consultant, volunteer, etc.)
- Decide if your organization will attend or host an event on April 18
- Reach out to other NPOs in your sector and see if there are some ways you can partner
- Create staffing plan for April 18

	Task	Staff	Status	Notes
Planning				
Communication				
Donor Engagement				
Board Engagement				
Other				

Five Weeks (March 14 - 20) Soft Marketing Launch

Checklist:

- ___ If you are using printed materials, drop them in the mail no later than next week
- ___ Work on your “thank you” plan for donors for day-of and post-April 18
- ___ Boast about your Great Community Give profile! Use it to help promote your participation!
- ___ Do a check and make sure you have completed all previous checklist steps
- ___ Implement current donor outreach plan

	Task	Staff	Status	Notes
Planning				
Communication				
Donor Engagement				
Board Engagement				
Other				

Four Weeks (March 21 - 27) Continue Soft Marketing

Checklist:

- ___ Create board task list and assign to members
- ___ Send invites to day-of events (if having one)
- ___ Schedule key meetings with donors (pre-commitments – if necessary)
- ___ Begin talking about your involvement in Great Community Give at meetings and events
- ___ Continue to implement your communications plan (emails, social media posts, etc.)

	Task	Staff	Status	Notes
Planning				
Communication				
Donor Engagement				
Board Engagement				
Other				

Three Weeks (March 28 - April 3) Prepare for 2-week Marketing Blitz

Checklist:

- ___ Customize email templates from toolkit and schedule eblasts to go out
- ___ Finalize social media schedule and content
- ___ Schedule key meetings with donors (pre-commitments – If necessary)
- ___ Finalize partnerships with businesses and other nonprofits
- ___ Contact local media (press release/events)

	Task	Staff	Status	Notes
Planning				
Communication				
Donor Engagement				
Board Engagement				
Other				

Two Weeks (April 4 - 10) 2-week Heavy Marketing Begins

Checklist:

- Amp up social media posts – add Great Community Give graphics to Facebook & Twitter
- Begin sending emails
- Make targeted phone calls to donors
- Have a kickoff event and talk to donors about Great Community Give
- Flier businesses in your area

	Task	Staff	Status	Notes
Planning				
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Board Engagement				
Other				

One Week (April 11 -17) Heavy Marketing Continues

Checklist:

- Make sure you are familiar with Click & Pledge donor reporting and know how to access donor information
- Continue heavy social media presence
- Remind board of roles (outreach, sending emails, etc.)
- Utilize Great Community Give PSA's and instructional videos – share on social media
- Finalize day-of event plans – finalize day-of roles and staffing plan
- Schedule social media posts before going to bed

	Task	Staff	Status	Notes
Planning				
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Board Engagement				
Other				

April 18– GREAT COMMUNITY GIVE

Checklist:

- ___ Kick off the morning with a bang! Ensure at least 10 donors give the first hour of giving
- ___ Pound the pavement! Get out into the community. Attend events – if available.
- ___ Check in with all board members and make sure they are ready to implement your plan.
- ___ Be active all day on social media.
- ___ Check your donor reports every hour and make sure you are thanking donors in real time either on social media or by email.

	Task	Staff	Status	Notes
Planning				
Communication				
Donor Engagement				
Board Engagement				
Other				

Post GREAT COMMUNITY GIVE – Day After and Beyond!

Checklist:

- Get some rest!!
- Continue your plan of thanking all donors.
- Implement donor thank-you plans (i.e. who will receive calls, send personal letters, thank you cards, emails, etc. (check your staff role list)
- Send thank-you's to businesses and other NPOs you partnered with. (if necessary)
- Send an update to your board, staff, volunteers, networks and donors list on your results!
- Decide if you will have a post-event thank-you reception/event.

	Task	Staff	Status	Notes
Planning				
Communication				
Donor Engagement				
Board Engagement				
Other				

Staff Assignment Worksheet

Name of Staff/Volunteer	Assignment/Role	Tasks
<i>(example)</i> <i>John Smith</i>	<i>(example)</i> <i>Social Media</i>	<i>(example)</i> <i>Create editorial calendar, schedule posts, day-of posting</i>