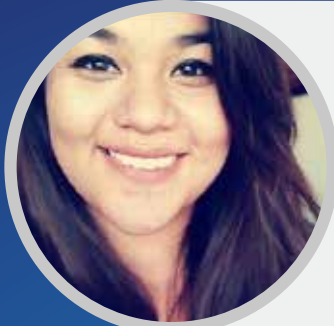


DINNER GALAS
AND LUNCHEONS
RECOMMENDED
TIMELINE



PRO TIP

“At the emotional peak of your event ask, display your live fundraising thermometer seeded with all revenue totals from before and during your event to compel your audience to make donations to reach your goal.”

2-3 Months

Before Event



SET UP

RSVP/ticketing form

Donation page for day-of and out-of-town gifts

Raffle ticket purchase form

Text-to keywords and shortlinks for social sharing

Email tax receipt

Email ticket delivery

Fundraising thermometer

Mobile number verification

Add to Calendar and Adjust Dates

iCalendar
Google Calendar
Outlook

1-2 Months

Before Event



PROMOTE

Videos, photos, and testimonials showcasing your upcoming event in order to promote fundraising forms across channels

Send invitations via direct mail, text message, email and social media

Speakers, sponsors and performers on collateral across channels

Sign-up and donation forms via social ambassadors

Add to Calendar and Adjust Dates

iCalendar
Google Calendar
Outlook

1-7 Days

Before Event



REMIND

RSVP deadline

Number of tickets remaining

Date, time, and location (week before, day before, and day of reminders) via text and email

Out-of-towner donation option with text-to-give keyword and shortlink

Rehearse live call-to-action and test text-to-give and donation callouts

Add to Calendar and Adjust Dates

iCalendar
Google Calendar
Outlook

Live

Day Of Event



INSPIRE

Showcase the impact of giving with videos, photos, and testimonials

Show people how to make a donation and provide multiple ways to give

Recognize donors on-screen until the goal is reached

Seed totals with ticket sales, out-of-town gifts, auction sales, and sponsorships

Add to Calendar and Adjust Dates

iCalendar
Google Calendar
Outlook

1-3 Days

After Event



THANK

Send thank you videos via text, email, and social

Share goal totals and highlight key donors and sponsors

Share photos, videos, and highlight reels

Post personal thank yous on the social media walls of donors

Add to Calendar and Adjust Dates

iCalendar
Google Calendar
Outlook

1-2 Weeks

After Event



ENGAGE

Announce upcoming campaign dates and details with supporters

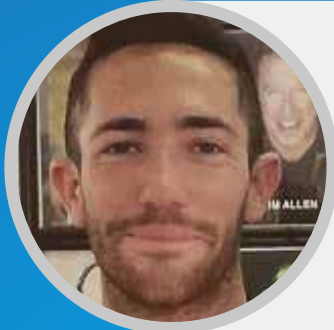
Share the different ways donors can get involved

Plan an internal recap to discuss improvements needed for next campaign

Add to Calendar and Adjust Dates

iCalendar
Google Calendar
Outlook

TV AND RADIO
APPEARANCES
RECOMMENDED
TIMELINE



PRO TIP

“During the broadcast link your website **DONATE** button and the link in your text-to-give keyword reply message to the same donation page. Be sure to shout out donor names as the donations roll in!”

2-3 Weeks

Before Broadcast



SET UP

Confirm time slot and station details

Confirm your call-to-action window

Confirm with station if donor names can be shouted out

Text-to-give keyword with corresponding donation page and thermometer

Email tax receipt

Add to Calendar and Adjust Dates

iCalendar
Google Calendar
Outlook

2-7 Days

Before Broadcast



PROMOTE

Promote the dates and times of your appearance(s) via social media, email and text

Rehearse your call-to-action: instruct supporters to text your keyword or go to your website to donate

Do a trial run to practice shouting out names of donors as they appear on screen

Add to Calendar and Adjust Dates

iCalendar
Google Calendar
Outlook

1-7 Days

Before Broadcast



REMIND

Ensure that the donate button on your website links to the same page as your keyword

Send a reminder text message and email asking people to give during the broadcast

Provide a link to your fundraising thermometer on your website so supporters can see the action live

Add to Calendar and Adjust Dates

iCalendar
Google Calendar
Outlook

Live

Day Of Broadcast



INSPIRE

Make a clear call-to-action for donations of any amount

Shout out donor names as they appear on the fundraising thermometer

Promote an incentive for individuals who donate during the live broadcast

Add to Calendar and Adjust Dates

iCalendar
Google Calendar
Outlook

1-3 Days

After Broadcast



THANK

Send thank you videos and messages via text, email, and social

Share goal totals and thank the radio/television station that provided the opportunity

Post personal thank yous on social media and tag your donors

Add to Calendar and Adjust Dates

iCalendar
Google Calendar
Outlook

1-2 Weeks

After Broadcast



ENGAGE

Announce upcoming campaign dates and details

Share the different ways donors can get involved

Plan an internal recap to discuss improvements needed for your next campaign

Add to Calendar and Adjust Dates

iCalendar
Google Calendar
Outlook

RUNS, WALKS,
SWIMS, AND RIDES
RECOMMENDED
TIMELINE



PRO TIP

“Integrate your event registration form and your crowdfunding sign-up page to ensure that every participant has their own peer-to-peer fundraising page. Create a toolkit to help fundraisers promote their page to their friends and family.”

2-3 Months

Before Active Event



SET UP

Participant, team, and sponsor sign-up forms

Peer-to-peer fundraising sign-up form

Mobile number verification

Text-to keywords and shortlinks for social sharing

Participant and donor email confirmations

Instructions for fundraisers (toolkit)

Decide on campaign #hashtag

Add to Calendar and Adjust Dates

[iCalendar](#)
[Google Calendar](#)
[Outlook](#)

4-5 Weeks

Before Active Event



PROMOTE

Invitations via direct mail, text message, email and social media

Videos, photos, and #hashtag to showcase your campaign and help your participants promote their fundraising pages

Featured teams and participants

Sign-up and donation forms via team captains

Add to Calendar and Adjust Dates

[iCalendar](#)
[Google Calendar](#)
[Outlook](#)

1-7 Days

Before Active Event



REMIND

Participant sign-up deadline

How many participants have signed up so far

Top fundraisers and teams so far

How much left to reach goal

Date, time, and location of event via text and email (ongoing updates)

Tips for training

Out-of-towner donation option with keyword and shortlink

Add to Calendar and Adjust Dates

[iCalendar](#)
[Google Calendar](#)
[Outlook](#)

Live

Day Of Active Event



INSPIRE

Send any special instructions to captains day-of

Encourage participants via text all day long

Send fundraising goal results via text and email

Instruct everyone to post photos and videos to social throughout the day with event #hashtag

Show thermometer with all revenue totals and make asks to reach goal

Add to Calendar and Adjust Dates

[iCalendar](#)
[Google Calendar](#)
[Outlook](#)

1-3 Days

After Active Event



THANK

Send thank you videos via text, email, and social

Share goal totals and highlight key teams, donors and sponsors

Share photos, videos, and highlight reels

Post personal thank yous on social media for captains, donors, and fundraising participants

Add to Calendar and Adjust Dates

[iCalendar](#)
[Google Calendar](#)
[Outlook](#)

1-2 Weeks

After Active Event



ENGAGE

Announce upcoming campaign dates and details

Share the different ways participants and donors can get involved

Plan an internal recap to discuss improvements needed for your next campaign

Add to Calendar and Adjust Dates

[iCalendar](#)
[Google Calendar](#)
[Outlook](#)

GOLF
TOURNAMENTS
RECOMMENDED
TIMELINE



PRO TIP

“Make it easy for golfers and dinner guests to sign up and make donations leading up to and on the day of your tournament. Make a final ask at dinner to ensure you reach your goal.”

2-3 Months

Before Tournament



SET UP

- Participant sign-up form (golfer and dinner guest)
- Payment form(s) for auction items
- Payment form(s) for mulligans
- Donation page for out-of-town gifts
- Text-to-keywords, shortlinks and fundraising thermometer
- Email receipt with tee time and confirmations
- Mobile number verification

Add to Calendar and Adjust Dates

[iCalendar](#)
[Google Calendar](#)
[Outlook](#)

1-2 Months

Before Tournament



PROMOTE

- Videos, photos, and testimonials showcasing your upcoming event
- Videos, photos, and testimonials showcasing your upcoming event in order to promote fundraising pages across channels
- The golf course, dinner menu, and sponsors
- Sign up and out-of-town donation forms via social ambassadors

Add to Calendar and Adjust Dates

[iCalendar](#)
[Google Calendar](#)
[Outlook](#)

1-7 Days

Before Tournament



REMIND

- Sign-up deadline
- Number of spots remaining
- Date, time, and location via text and email (ongoing updates)
- Out-of-towner donation option with text-to-give keyword and shortlink

Add to Calendar and Adjust Dates

[iCalendar](#)
[Google Calendar](#)
[Outlook](#)

Live

Day Of Tournament



INSPIRE

- Send live updates (longest drive, closest to the pin, lowest score) via text message
- Instruct everyone to post photos and videos to social with your #hashtag
- Use mulligan payment form for golfers to buy extra strokes
- Use auction payment form for winning bids
- Show thermometer with all revenues and ask for final donation

Add to Calendar and Adjust Dates

[iCalendar](#)
[Google Calendar](#)
[Outlook](#)

1-3 Days

After Tournament



THANK

- Send thank you videos via text, email, and social
- Share goal totals and highlight key donors and sponsors
- Share photos, videos, and highlight reels
- Post personal thank yous on social media and tag participants and donors

Add to Calendar and Adjust Dates

[iCalendar](#)
[Google Calendar](#)
[Outlook](#)

1-2 Weeks

After Tournament



ENGAGE

- Announce upcoming campaign dates and details to attendees
- Share the different ways participants and donors can get involved
- Plan an internal recap to discuss improvements needed for your next campaign

Add to Calendar and Adjust Dates

[iCalendar](#)
[Google Calendar](#)
[Outlook](#)

VOLUNTEER,
PETITION, AND
MEMBERSHIP
DRIVE
RECOMMENDED
TIMELINE



PRO TIP

“Make it quick and easy for all ages of people to sign up, participate, and join from anywhere on any device with mobile-friendly online forms and text message updates.”

2-3 Months

Before Campaign End Date



SET UP

Mobile-friendly online forms (with payment options where applicable)

Text-to keywords and shortlinks for promotion and social sharing

Email confirmations (with tax receipt where applicable)

Mobile number verification

Identify ambassadors and create a toolkit to spread the word

Add to Calendar and Adjust Dates

iCalendar
Google Calendar
Outlook

1-2 Months

Before Campaign End Date



PROMOTE

Form links via direct mail, text messaging, email and social media

Videos, photos, and testimonials showcasing your upcoming event to promote involvement

Social ambassadors share toolkit links and promote participation

Add to Calendar and Adjust Dates

iCalendar
Google Calendar
Outlook

1-7 Days

Before Campaign End Date



REMIND

Campaign progress

How many volunteers, signatures, memberships, needed to reach goal

Ongoing campaign updates via text and email

Send links directly to previous year participants via text and email

Add to Calendar and Adjust Dates

iCalendar
Google Calendar
Outlook

Deadline

Day Campaign Ends



INSPIRE

For in-person opportunities, communicate any last-minute updates by text message

Send campaign notification when you reach your goal

Instruct everyone to post “we did it” photos and videos with #hashtag

Add to Calendar and Adjust Dates

iCalendar
Google Calendar
Outlook

1-3 Days

After Campaign



THANK

Send thank you videos via text, email, and social to all participants

Share campaign photos, videos, and highlight reels

Post personal thank yous on social media, recognizing ambassadors, members and volunteers

Add to Calendar and Adjust Dates

iCalendar
Google Calendar
Outlook

1-2 Weeks

After Campaign



ENGAGE

Announce upcoming campaign dates and details

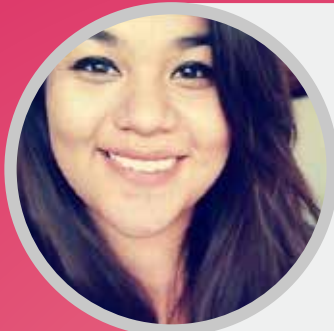
Share the different ways participants can get involved

Plan an internal recap to discuss improvements needed for your next campaign

Add to Calendar and Adjust Dates

iCalendar
Google Calendar
Outlook

DAYS OF GIVING
AND
#GIVINGTUESDAY
RECOMMENDED
TIMELINE



PRO TIP

“Encourage all donors, ambassadors, family, and friends to share the same donation link and post campaign updates across all channels all day long. This is the one day of the year you can’t ask too much!”

2-3 Months

Before Day(s) of Giving



SET UP

- Day(s) of giving donation form
- Ambassador sign-up form
- Instructions for ambassadors (toolkit)
- Recruit ambassadors
- Real-time fundraising thermometer
- Email tax receipt
- Mobile number verification

Add to Calendar and Adjust Dates

[iCalendar](#)
[Google Calendar](#)
[Outlook](#)

0-2 Months

Before Day(s) of Giving



PROMOTE

- Videos, photos, and testimonials showcasing your day(s) of giving that ambassadors will use to promote the campaign
- Ambassador sign-up form via text messaging, email and social media
- Day(s) of giving date(s) and goals via social media ambassadors

Add to Calendar and Adjust Dates

[iCalendar](#)
[Google Calendar](#)
[Outlook](#)

1-7 Days

Before Day(s) of Giving



REMIND

- Ensure that the donate button on your website links to the same page as your day of giving keyword
- Send reminder texts and emails and make social posts encouraging people to give during the day(s) of giving
- Link to your fundraising thermometer on your website

Add to Calendar and Adjust Dates

[iCalendar](#)
[Google Calendar](#)
[Outlook](#)

Live

Day(s) of Giving



INSPIRE

- Repeat your call-to-action via all communication channels until your goal is surpassed
- Recognize donors in real-time on a thermometer and share ongoing campaign results
- Promote a special incentive (like a match) to help reach your goal

Add to Calendar and Adjust Dates

[iCalendar](#)
[Google Calendar](#)
[Outlook](#)

1-3 Days

After Day(s) of Giving



THANK

- Send thank you videos via text, email, and social
- Share campaign totals and highlight key donors and sponsors across channels
- Share photos, videos, and highlight reels
- Post personal thank yous on social media recognizing donors and ambassadors

Add to Calendar and Adjust Dates

[iCalendar](#)
[Google Calendar](#)
[Outlook](#)

1-2 Weeks

After Day(s) of Giving



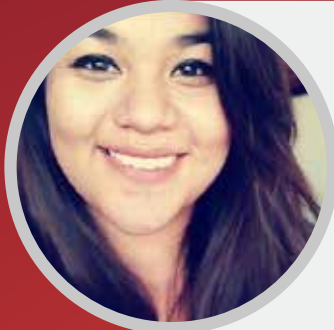
ENGAGE

- Announce upcoming campaign dates and details to new donors and supporters
- Share the different ways donors can get involved
- Plan an internal recap to discuss improvements needed for your next campaign

Add to Calendar and Adjust Dates

[iCalendar](#)
[Google Calendar](#)
[Outlook](#)

YEAR-END
GIVING
RECOMMENDED
TIMELINE



PRO TIP

“Ask every donor in your database to make a final donation in the month of December. On the morning of the 31st send a text message letting them know how much you have left to raise.”

2-3 Months

Before Year-End



SET UP

Lists of all donors, ambassadors, volunteers, participants and sponsors from the last year for segmentation

Create year-end giving donation form and set goal

Text-to keywords and shortlinks for promotion and social sharing

Email tax receipt

Mobile number verification

Add to Calendar and Adjust Dates

iCalendar
Google Calendar
Outlook

1 Month

Before Year-End



PROMOTE

Videos, photos, and testimonials showcasing what donations have accomplished in the last year

Send texts, emails and make social posts encouraging people to make a year-end gift

Ensure that the donate button on your website links to the same page as your year-end giving keyword

Add to Calendar and Adjust Dates

iCalendar
Google Calendar
Outlook

1-3 Days

Before Year-End



REMIND

Send a personal appeal from your director asking for a final donation across all channels

Promote a special incentive (like a match) to help reach your goal

Add to Calendar and Adjust Dates

iCalendar
Google Calendar
Outlook

Dec 31

Year-End



INSPIRE

Send a last-minute text and email encouraging donors to make a final gift to ensure your goal is reached

Add to Calendar and Adjust Dates

iCalendar
Google Calendar
Outlook

1-3 Days

After Year-End



THANK

Send thank you videos via text, email, and social

Share year-end totals and highlight key donors, ambassadors, volunteers, and participants

Share photos, videos, and highlight reels of the past year

Post personal thank yous across channels

Add to Calendar and Adjust Dates

iCalendar
Google Calendar
Outlook

1-2 Weeks

After Year-End



ENGAGE

Announce upcoming campaign dates and details to new donors

Share the different ways donors can get involved

Plan an internal recap to discuss improvements needed for your next campaign

Add to Calendar and Adjust Dates

iCalendar
Google Calendar
Outlook