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**Suggested Communication Timeline for Nonprofit Organizations**

* **As soon as event is announced**
	+ Send a note to donors letting them know about the opportunity to give and make their money go further with specific details about the Day of Giving
	+ Add basic Day of Giving information to your website homepage
	+ Include information on the Day of Giving in all your communications going to donors, volunteers and staff
	+ Start considering potential donors who might supply the $250 match contribution on behalf of your organization
* **1 month out**
	+ Start communicating through social media
	+ Encourage staff to include the basic Day of Giving info in their email tagline
	+ Send a special e-blast reminder to volunteers, donors and staff with details about the event
	+ Plan a special public or donor-focused event (such as a kick-off or open house) to generate excitement for the Day of Giving
* **2 weeks out**
	+ Send out emails, postcards, letters, etc. to create awareness and excitement about the Day of Giving. Be sure to include event day details.
	+ Post stories of your organizations’ impact on social media and encourage people to support you on the Day of Giving(be sure to include detailed info on how to donate)
	+ Post at least one social media update daily-even if it’s just sharing other posts
	+ Send out a calendar invite for the Day of Giving to all of your donors as a “save the date” reminder to support your organization on that day
	+ Encourage your donors, volunteers and staff to promote your organization through their own social media pages
* **1 week out**
	+ Encourage your staff and board to reach out to their family, friends and donors they are closest to for a personal ask
	+ Continue posting stories of your cause and event day information on your website and social media
	+ Be sure the donation page on your website is prominent and easily accessible (and in working order) if your organization is choosing to accept online donations
* **Two days before**
	+ Send a reminder email to your supporters with a specific call to action-be sure to include the detailed information on how they can support your organization through a donation on the Day of Giving
	+ Post 2-3 updates daily on social media
	+ Make personal asks and calls to donors-be sure to give them detailed information on how they can support your organization through a donation on the Day of Giving
* **Day of Giving**
	+ Post regular updates to social media to keep your supporters informed and engaged throughout the event. The Community Foundation will be doing this too!
	+ Create exciting posts about your progress and encourage people to give
	+ Thank donors through social media to drive excitement and encourage more people to give
* **After the final results are in**
	+ Send out thank you letters to your donors and to match partners
	+ Call your major donors to thank them
	+ Post the final results on social media and on your website

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