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 bonus 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 organization’s 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
  o 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
  o Post 2-3 updates daily on social media
  o 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
  o Post regular updates to social media to keep your supporters informed and engaged throughout the event. The Community Foundation will be doing this too!
  o Create exciting posts about your progress and encourage people to give
  o Thank donors through social media to drive excitement and encourage more people to give

• After the final results are in
  o Send out thank you letters to your donors and to bonus partners
  o Call your major donors to thank them
  o Post the final results on social media and on your website