



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 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 bonus partners
 - Call your major donors to thank them
 - Post the final results on social media and on your website



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