



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 Week of Giving
 - Add basic Week of Giving information to your website homepage
 - Include information on the Week of Giving in all your communications going to donors, volunteers and staff
 - Include information stating that on May 12th donors may go directly to the downtown Kittanning branch of Nextier Bank to make donations directly
 - 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 Week 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 Week of Giving
- **2 weeks out**
 - Send out emails, postcards, letters, etc. to create awareness and excitement about the Week 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 Week of Giving (be sure to include detailed info on how to donate)
 - Post at least one social media updates daily-even if it's just sharing other posts
 - Send out a calendar invite for the Week 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 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 or direct your donors to www.servingtheheart.org to donate online.
- **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 Week 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 Week of Giving
- **Week 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!
 - Highlight that on **Thursday, May 12th** donor may go directly to the downtown Kittanning branch of Nextier bank to make their donations
 - 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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