

Sample GiveNOLA Day Calendar of Activities

<p>Now-April 3 (one month out)</p>	<ul style="list-style-type: none">• Build and update your database and grow your Facebook and Twitter audience.• Recruit and train your GiveNOLA Day leadership team and champions.• Develop your communication strategies and write some of your messages. Gather pictures, stories, and quotes that you'll use throughout the campaign.• Educate your constituents about GiveNOLA Day and start generating the buzz about your organization's involvement (website, newsletter, post card). Encourage staff, board members, and volunteers to get the word out.• Special communications (donor letter, past board members, new prospects).
<p>April 19-May 2 (two weeks out)</p>	<ul style="list-style-type: none">• Send email preparing donors and prospects for giving on May 3rd. Encourage supporters to bookmark your organization's GiveNOLA page.• Send an outlook reminder to your close donors and donor prospects and encourage them to support your organization on May 3rd, GiveNOLA Day.• Create a Facebook event for May 3rd.• Use Social Media leading up to GiveNOLA Day to generate excitement about your mission and work: tell stories, share pictures, and communicate your goals for GiveNOLA Day. Not the time to make the ask!

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<p>Monday, May 2 (day before)</p>	<ul style="list-style-type: none"> • Remind Champions to like, comment, tag, share, and re-tweet on social media. • Special email to encourage staff, board members, and other ambassadors to forward the email on May 3rd to 10 new prospects. • Facebook and Tweet countdown to GiveNOLA Day-consider a fun picture or video
<p>Tuesday, May 3 (the big day)</p>	<ul style="list-style-type: none"> • Utilize Email, Facebook & Twitter with strategic messaging: real-time updates, thank donors, offer challenges, and add a personal touch pictures, stories. Be careful-don't over communicate! • Provide information on what their donation means to your organization. E.g. \$10 will help us add fresh fruit to our food pantry and \$100 will help us deliver a week of meals to a low-income senior. • Encourage donors to promote their giving and like, comment, tag, and share (tip-recruit 10 people who commit to giving and telling their story)
<p>Wed., May 4 (day after)</p>	<ul style="list-style-type: none"> • Celebrate and share your success! • Implement your stewardship plan. Thank every donor without exception! • Gather your leadership team and champions: recognize their efforts and debrief for next year. What worked? What can be improved? What are our big ideas for next year? • Transfer your GiveNOLA Day donors from the Kimbia spreadsheet to your database. • Steward your donors all year long!