Ultimate Giving Day Campaign Checklist

Before Your Giving Day

- [ ] **Set goals**
  - [ ] Create a timeline
  - [ ] Determine which metrics to track

- [ ] **Determine what kind of campaign**
  - [ ] Determine budget and labor resources
  - [ ] Fundraising platform needs

- [ ] **Brand your campaign**
  - [ ] Name of campaign
  - [ ] Logo
  - [ ] Hashtag

- [ ] **Create donation and fundraising pages**

- [ ] **Secure sponsorships**
  - [ ] Contact media partners
  - [ ] Determine matching gift sponsors

- [ ] **Recruit social ambassadors**
  - [ ] Prepare resources of ambassadors

- [ ] **Prepare your content ahead of time**
  - [ ] Create communications plan
  - [ ] Create communications calendar
  - [ ] Create communications content
    - [ ] Pre event outreach
      - [ ] Website
      - [ ] Social media
      - [ ] Print

- ❑ Emails

    - ❑ Day of event outreach
        - ❑ Website
        - ❑ Social media
        - ❑ Print
        - ❑ Emails

    - ❑ Post event outreach
        - ❑ Website
        - ❑ Social media
        - ❑ Print
        - ❑ Emails

- ❑ Create day of event plan
- ❑ Send press-release

- ❑ **Make it fun**
    - ❑ Consider prize and match incentives

Giving Day

- ❑ **Launch your giving day**

- ❑ **Morning update on progress**
    - ❑ Website
    - ❑ Social media
    - ❑ Emails

- ❑ **Afternoon update on progress**
    - ❑ Website
    - ❑ Social media
    - ❑ Emails

- ❑ **Evening update on progress**
    - ❑ Website
    - ❑ Social media
    - ❑ Emails

- ❑ **Social media engagement**

After Giving Day

- [ ] **Don't forget about your post campaign follow-up**
  - [ ] Thank supporters
  - [ ] Provide final fundraising total
  - [ ] Plan for outreach to new supporters

- [ ] **Review campaign metrics and goals**

- [ ] **Send press-release**