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**May 2, 2017**

**Early Giving Begins April 18, 2017**

**Checklist**

***Planning***

🞏 Sign up; sign Statement of Agreement with Community Foundation

🞏 Confirm Facebook, Twitter, LinkedIn systems and which will be used during Give Choose

🞏 Determine your Nonprofit’s goals, structure, target audience

🞏 Assign a key volunteer or staff to program

🞏 Consider prize and match incentive options, both your own and from the Community Foundation

🞏 Announce that you’ve joined in GiveChoose through social media channels

🞏 Identify and begin to solicit prospective prize and match funders and other sponsors

🞏 Attend GiveChoose training

🞏 JOIN the GiveChoose Exchange on Facebook

🞏 Download GiveChoose Logo and other materials

🞏 LIKE and FOLLOW as many of your Give Choose NPs colleagues as you can

🞏 Complete your profile on Give Choose with Giving Amounts, Events, Programs and Multimedia

***Communications/Media Outreach***

🞏 Confirm email addresses and consider segmented those lists;

🞏 Reach out to key stakeholders about the program and ask them to be ambassadors on Give Choose Day

🞏 Place Logo on your website home page and in social media

🞏 Develop key Giving Day messages for Twitter and Facebook

🞏 Use #GiveChoose in all postings

🞏 Set up systems to ask your donors to SHARE

🞏 Develop messages themes, like:

A story of who or what your help

What a gift of $XXX means or buys for your NP

What a gift supports

What your goals are

Include both pictures and video messages

***Community Partner Outreach***

🞏 Share your messages, goals and themes with Ambassadors and stakeholders

🞏 Identify challenge donors and funding amount

🞏 Update your profile of Challenge Funds; Notify Community Foundation staff of Challenge Funds for your NP (no later than April 1)

***Set Goals for Your Nonprofit***

🞏 Number of (new?) donors; number of gifts; specific amount raised; increases over last year

**Four to Six Weeks Out Checklist**

**(March 22)**

🞏 Promote two to three times a week on social media at varied times of the day

🞏 Send a SAVE The Date via email

**Three Week Out Checklist**

🞏 Promote three to five per times a week on social media

**Two Weeks Out Checklist**

🞏 Announce via social media and Email early Giving has begun to benefit your Charity with messages such as “Expect to be away from online access? Set up your Give Choose gift EARLY.”

**One Week Out Checklist**

🞏 Promote daily on social media

**DAY OF Checklist**

🞏 Send ONE email to your donors

🞏 Post throughout day on social media with updates, YAYs, challenge gifts, progress, reminders of what a gift “buys”

**DAY AFTER Checklist**

🞏 Send a Thank you to your donors

🞏 Send a Thank you to Prize Pool Sponsors (and if you can, thank them on their page)

🞏 Post a Video Thank you