

Introduction

Scheduling your fundraising campaigns and events is a vital part of an effective fundraising strategy, but getting the details down can be tricky. That's why we've created this Interactive Calendar Builder to help.

This Interactive Calendar Builder Includes:

- Campaign timelines with "Add to Calendar" feature to set dates
- Pro tips with best practices for success
- Audio recordings from expert strategists
- Visual examples with live links

This calendar will make it easy for your organization to **Set Up, Promote, Remind, Inspire, Thank, and Engage** supporters with digital solutions to reach a new generation of donors.

Glossary of Terms

Text-to keyword: a one-word keyword that supporters can text to a shortcode (5 digit phone number) to donate, sign up, volunteer, fundraise, and more

Shortlink: a trackable, shortened URL (like bit.ly) for easy sharing across channels

Fundraising thermometer: a live thermometer that displays donor names and donation amounts as they are made; can be shown live or linked to on website

Ambassadors: supporters or celebrities within your network that you ask to promote your event or campaign in order to help you broaden your reach

Toolkit: a digital packet of resources with your logo and colors, testimonials, photos and videos, #hashtag, and posting instructions for use by fundraisers or ambassadors

Runs, Walks, Swims, and Rides

Recommended Timeline



Active Event Date

RUNS, WALKS, SWIMS, AND RIDES RECOMMENDED TIMELINE



PRO TIP

“Integrate your event registration form and your crowdfunding sign-up page to ensure that every participant has their own peer-to-peer fundraising page. Create a toolkit to help fundraisers promote their



LISTEN NOW

2-3 Months

Before Active Event



SET UP

Participant, team, and sponsor sign-up forms

Peer-to-peer fundraising sign-up form

Mobile number verification

Text-to keywords and shortlinks for social sharing

Participant and donor email confirmations

Instructions for fundraisers (toolkit)

Decide on campaign #hashtag

Add to Calendar and Adjust Dates

[iCalendar](#)
[Google Calendar](#)
[Outlook](#)

4-5 Weeks

Before Active Event



PROMOTE

Invitations via direct mail, text message, email and social media

Videos, photos, and #hashtag to showcase your campaign and help your participants promote their fundraising pages

Featured teams and participants

Sign-up and donation forms via team captains

Add to Calendar and Adjust Dates

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1-7 Days

Before Active Event



REMIND

Participant sign-up deadline

How many participants have signed up so far

Top fundraisers and teams so far

How much left to reach goal

Date, time, and location of event via text and email (ongoing updates)

Tips for training

Out-of-towner donation option with keyword and shortlink

Add to Calendar and Adjust Dates

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Live

Day Of Active Event



INSPIRE

Send any special instructions to captains day-of

Encourage participants via text all day long

Send fundraising goal results via text and email

Instruct everyone to post photos and videos to social throughout the day with event #hashtag

Show thermometer with all revenue totals and make asks to reach goal

Add to Calendar and Adjust Dates

[iCalendar](#)
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[Outlook](#)

1-3 Days

After Active Event



THANK

Send thank you videos via text, email, and social

Share goal totals and highlight key teams, donors and sponsors

Share photos, videos, and highlight reels

Post personal thank yous on social media for captains, donors, and fundraising participants

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1-2 Weeks

After Active Event



ENGAGE

Announce upcoming campaign dates and details

Share the different ways participants and donors can get involved

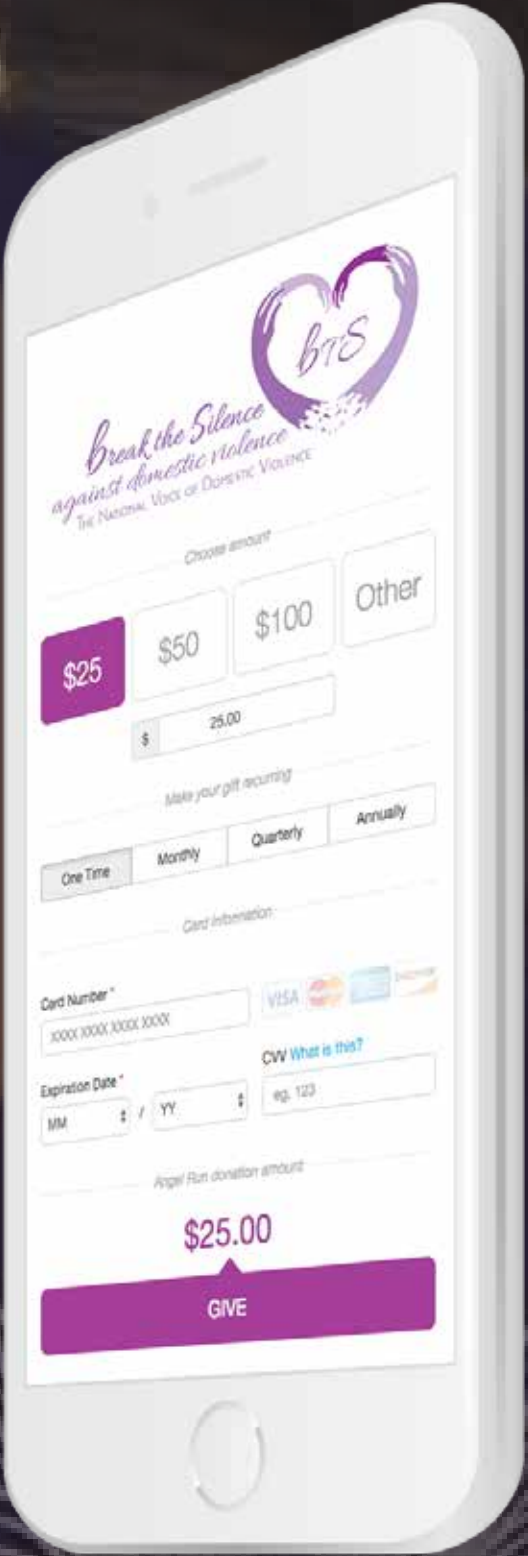
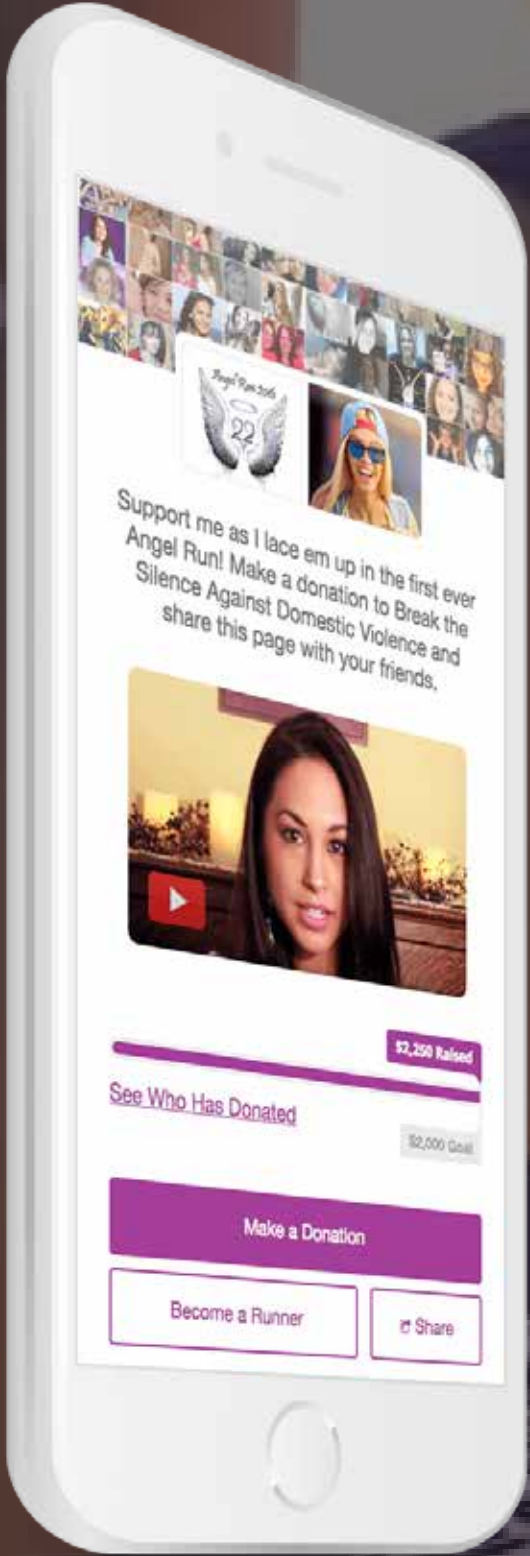
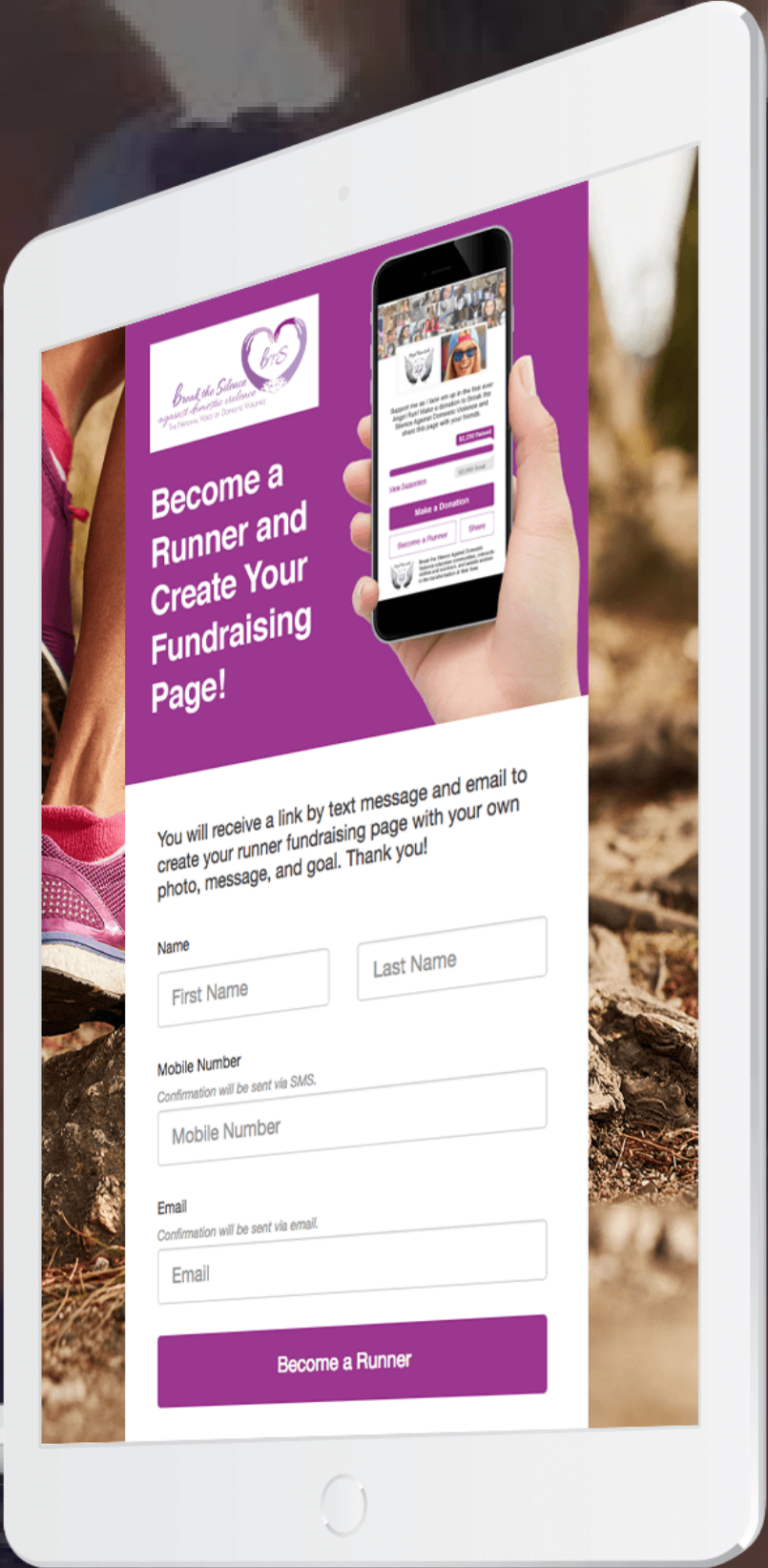
Plan an internal recap to discuss improvements needed for your next campaign

— Campaign Notes —

Add to Calendar and Adjust Dates

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Examples





MobileCause provides mobile and online fundraising software for a new generation of donors.

To speak directly to a fundraising expert about implementing solutions for your organization please call **(888) 661-8804** or go to **mobilecause.com/free-consultation**