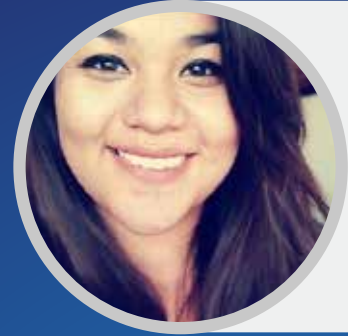


# DINNER GALAS AND LUNCHEONS RECOMMENDED TIMELINE



## PRO TIP

“At the emotional peak of your event ask, display your live fundraising thermometer seeded with all revenue totals from before and during your event to compel your audience to make donations to reach your goal.”



**LISTEN NOW**

## 2-3 Months

Before Event



### SET UP

- RSVP/ticketing form
- Donation page for day-of and out-of-town gifts
- Raffle ticket purchase form
- Text-to keywords and shortlinks for social sharing
- Email tax receipt
- Email ticket delivery
- Fundraising thermometer
- Mobile number verification

Add to Calendar and Adjust Dates

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

## 1-2 Months

Before Event



### PROMOTE

- Videos, photos, and testimonials showcasing your upcoming event in order to promote fundraising forms across channels
- Send invitations via direct mail, text message, email and social media
- Speakers, sponsors and performers on collateral across channels
- Sign-up and donation forms via social ambassadors

Add to Calendar and Adjust Dates

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

## 1-7 Days

Before Event



### REMIND

- RSVP deadline
- Number of tickets remaining
- Date, time, and location (week before, day before, and day of reminders) via text and email
- Out-of-towner donation option with text-to-give keyword and shortlink
- Rehearse live call-to-action and test text-to-give and donation callouts

Add to Calendar and Adjust Dates

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

## Live

Day Of Event



### INSPIRE

- Showcase the impact of giving with videos, photos, and testimonials
- Show people how to make a donation and provide multiple ways to give
- Recognize donors on-screen until the goal is reached
- Seed totals with ticket sales, out-of-town gifts, auction sales, and sponsorships

Add to Calendar and Adjust Dates

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

## 1-3 Days

After Event



### THANK

- Send thank you videos via text, email, and social
- Share goal totals and highlight key donors and sponsors
- Share photos, videos, and highlight reels
- Post personal thank yous on the social media walls of donors

Add to Calendar and Adjust Dates

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

## 1-2 Weeks

After Event



### ENGAGE

- Announce upcoming campaign dates and details with supporters
- Share the different ways donors can get involved
- Plan an internal recap to discuss improvements needed for next campaign

Add to Calendar and Adjust Dates

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

# TV AND RADIO APPEARANCES RECOMMENDED TIMELINE



## PRO TIP

“During the broadcast link your website **DONATE** button and the link in your text-to-give keyword reply message to the same donation page. Be sure to shout out donor names as the donations roll in!”



**LISTEN NOW**

## 2-3 Weeks

Before Broadcast



### SET UP

Confirm time slot and station details

Confirm your call-to-action window

Confirm with station if donor names can be shouted out

Text-to-give keyword with corresponding donation page and thermometer

Email tax receipt

Add to Calendar and Adjust Dates

iCalendar  
Google Calendar  
Outlook

## 2-7 Days

Before Broadcast



### PROMOTE

Promote the dates and times of your appearance(s) via social media, email and text

Rehearse your call-to-action: instruct supporters to text your keyword or go to your website to donate

Do a trial run to practice shouting out names of donors as they appear on screen

Add to Calendar and Adjust Dates

iCalendar  
Google Calendar  
Outlook

## 1-7 Days

Before Broadcast



### REMIND

Ensure that the donate button on your website links to the same page as your keyword

Send a reminder text message and email asking people to give during the broadcast

Provide a link to your fundraising thermometer on your website so supporters can see the action live

Add to Calendar and Adjust Dates

iCalendar  
Google Calendar  
Outlook

## Live

Day Of Broadcast



### INSPIRE

Make a clear call-to-action for donations of any amount

Shout out donor names as they appear on the fundraising thermometer

Promote an incentive for individuals who donate during the live broadcast

Add to Calendar and Adjust Dates

iCalendar  
Google Calendar  
Outlook

## 1-3 Days

After Broadcast



### THANK

Send thank you videos and messages via text, email, and social

Share goal totals and thank the radio/television station that provided the opportunity

Post personal thank yous on social media and tag your donors

Add to Calendar and Adjust Dates

iCalendar  
Google Calendar  
Outlook

## 1-2 Weeks

After Broadcast



### ENGAGE

Announce upcoming campaign dates and details

Share the different ways donors can get involved

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

Add to Calendar and Adjust Dates

iCalendar  
Google Calendar  
Outlook





# GOLF TOURNAMENTS RECOMMENDED TIMELINE



## PRO TIP

“Make it easy for golfers and dinner guests to sign up and make donations leading up to and on the day of your tournament. Make a final ask at dinner to ensure you reach your goal.”



**LISTEN NOW**

## 2-3 Months

Before Tournament



### SET UP

- Participant sign-up form (golfer and dinner guest)
- Payment form(s) for auction items
- Payment form(s) for mulligans
- Donation page for out-of-town gifts
- Text-to-keywords, shortlinks and fundraising thermometer
- Email receipt with tee time and confirmations
- Mobile number verification

Add to Calendar and Adjust Dates

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

## 1-2 Months

Before Tournament



### PROMOTE

- Videos, photos, and testimonials showcasing your upcoming event
- Videos, photos, and testimonials showcasing your upcoming event in order to promote fundraising pages across channels
- The golf course, dinner menu, and sponsors
- Sign up and out-of-town donation forms via social ambassadors

Add to Calendar and Adjust Dates

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

## 1-7 Days

Before Tournament



### REMIND

- Sign-up deadline
- Number of spots remaining
- Date, time, and location via text and email (ongoing updates)
- Out-of-towner donation option with text-to-give keyword and shortlink

Add to Calendar and Adjust Dates

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

## Live

Day Of Tournament



### INSPIRE

- Send live updates (longest drive, closest to the pin, lowest score) via text message
- Instruct everyone to post photos and videos to social with your #hashtag
- Use mulligan payment form for golfers to buy extra strokes
- Use auction payment form for winning bids
- Show thermometer with all revenues and ask for final donation

Add to Calendar and Adjust Dates

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

## 1-3 Days

After Tournament



### THANK

- Send thank you videos via text, email, and social
- Share goal totals and highlight key donors and sponsors
- Share photos, videos, and highlight reels
- Post personal thank yous on social media and tag participants and donors

Add to Calendar and Adjust Dates

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

## 1-2 Weeks

After Tournament



### ENGAGE

- Announce upcoming campaign dates and details to attendees
- Share the different ways participants and donors can get involved
- Plan an internal recap to discuss improvements needed for your next campaign

Add to Calendar and Adjust Dates

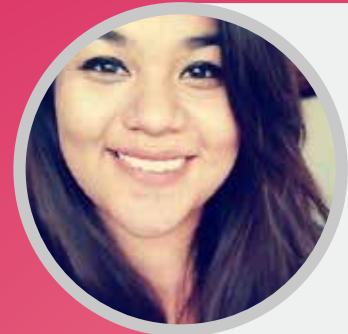
[iCalendar](#)  
[Google Calendar](#)  
[Outlook](#)







# DAYS OF GIVING AND #GIVINGTUESDAY RECOMMENDED TIMELINE



## PRO TIP

“Encourage all donors, ambassadors, family, and friends to share the same donation link and post campaign updates across all channels all day long. This is the one day of the year you can’t ask too much!”



**LISTEN NOW**

## 2-3 Months

Before Day(s) of Giving



### SET UP

- Day(s) of giving donation form
- Ambassador sign-up form
- Instructions for ambassadors (toolkit)
- Recruit ambassadors
- Real-time fundraising thermometer
- Email tax receipt
- Mobile number verification

Add to Calendar and Adjust Dates

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

## 0-2 Months

Before Day(s) of Giving



### PROMOTE

- Videos, photos, and testimonials showcasing your day(s) of giving that ambassadors will use to promote the campaign
- Ambassador sign-up form via text messaging, email and social media
- Day(s) of giving date(s) and goals via social media ambassadors

Add to Calendar and Adjust Dates

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

## 1-7 Days

Before Day(s) of Giving



### REMIND

- Ensure that the donate button on your website links to the same page as your day of giving keyword
- Send reminder texts and emails and make social posts encouraging people to give during the day(s) of giving
- Link to your fundraising thermometer on your website

Add to Calendar and Adjust Dates

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

## Live

Day(s) of Giving



### INSPIRE

- Repeat your call-to-action via all communication channels until your goal is surpassed
- Recognize donors in real-time on a thermometer and share ongoing campaign results
- Promote a special incentive (like a match) to help reach your goal

Add to Calendar and Adjust Dates

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

## 1-3 Days

After Day(s) of Giving



### THANK

- Send thank you videos via text, email, and social
- Share campaign totals and highlight key donors and sponsors across channels
- Share photos, videos, and highlight reels
- Post personal thank yous on social media recognizing donors and ambassadors

Add to Calendar and Adjust Dates

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

## 1-2 Weeks

After Day(s) of Giving



### ENGAGE

- Announce upcoming campaign dates and details to new donors and supporters
- Share the different ways donors can get involved
- Plan an internal recap to discuss improvements needed for your next campaign

Add to Calendar and Adjust Dates

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

