



# GIVINGTUESDAY EIGHT WEEK COMMUNICATION PLAN

OCT 7	<b>GET GEARED UP</b> <ul style="list-style-type: none"><li>Finalise fundraising target</li><li>Finalise strategy for challenge and/or matching funds</li><li>Finalise campaign ambassadors - online and offline</li></ul>
OCT 14	<b>GET TOGETHER</b> <ul style="list-style-type: none"><li>Meet with campaign team weekly</li><li>Add your GivingTuesday campaign logo/visual to your outreach channels</li><li>Ask staff to update email signatures with your campaign visual to help spread the word</li></ul>
OCT 21	<b>GET ORGANISED</b> <ul style="list-style-type: none"><li>Finalise all campaign marketing: stories, key visuals, videos</li><li>Review and test your giving page (on mobile phones too) and plan any necessary updates</li><li>Draft campaign announcements for social, press and supporters</li><li>Order items if using: stickers, postcards, t-shirts, banners</li><li>Begin weekly drip email of content for sharing by ambassadors</li></ul>
OCT 28	<b>BEGIN ANNOUNCEMENTS</b> <ul style="list-style-type: none"><li>Announce your campaign in social channels</li><li>Announce your campaign to all staff and volunteers. Issue your GivingTuesday press release</li><li>Call or meet with ambassadors to share campaign and outreach strategy</li><li>If you plan to host an event or volunteer opportunity, announce these plans</li></ul>
NOV 4	<b>RAMP UP COMMUNICATIONS</b> <ul style="list-style-type: none"><li>Send weekly email with campaign highlights and action steps for ambassador</li><li>If planning direct mail, finalise this week</li><li>Ask ambassadors to begin contributing content, including stories of their experiences with your organisation. Share through channels.</li><li>Finalise run down of activities for the day of GivingTuesday.</li><li>Plan who will do social outreach, staff the phones, answer media questions, etc.</li><li>Email past supporters to announce #GivingTuesday participation and the focus of your campaign</li><li>Talk to technology partners about help needed with giving page or website updating, if applicable</li></ul>
NOV 11	<b>EXPAND PROMOTIONS</b> <ul style="list-style-type: none"><li>Send weekly email with campaign highlights and action steps for ambassadors</li><li>Update administration about progress of campaign and continued need for their support</li><li>Continue to promote your campaign through social channels</li><li>Continue to encourage ambassadors, volunteers and staff to share content on social media</li><li>Write op-ed for local newspaper highlighting the impact of your work</li><li>Finish updates to your giving page and website</li><li>Finalise your plan for outreach, reporting and celebrating on and after GivingTuesday</li></ul>
NOV 18	<b>ACCELERATE COMMUNICATIONS</b> <ul style="list-style-type: none"><li>Send weekly email with campaign highlights and action steps for ambassadors</li><li>Update administration about progress of campaign and continued need for their support</li><li>Accelerate promotion through your social channels. site with "two weeks to go" message and image</li><li>Email supporters encouraging them to participate in your campaign</li><li>Communicate your GivingTuesday run-down to all staff and volunteers</li><li>Submit op-ed to newspaper. If it does not get picked up, use in social channels as blog.</li><li>Share social media content created by your ambassador, and highlight other supporter messages</li><li>Send direct mail reminding supporters to be a part of your #GivingTuesday campaign</li></ul>
NOV 25	<b>COMMUNICATIONS COUNTDOWN</b> <ul style="list-style-type: none"><li>Send weekly email with campaign highlights and action steps for ambassadors</li><li>Update board and staff with action plan for their involvement on #GivingTuesday</li><li>Accelerate promotion through your social channels with "Giving thanks" messages and increase emphasis on challenges and matching funds</li><li>Catch up with day-of team</li><li>Launch your giving page or web page updates</li></ul>
DEC 2	<b>LAST MINUTE READINESS</b> <ul style="list-style-type: none"><li>Send weekly email focused on making the most of campaign matching funds and challenges</li><li>Check in with key campaign partners to ensure readiness</li><li>Provide activities update to staff, board, ambassadors and volunteers</li><li>Test giving pages and website again</li><li>Heavy social outreach - remind key supporters that tomorrow is the big day!</li></ul>
DEC 3	<b>GIVINGTUESDAY</b> <ul style="list-style-type: none"><li>Email out to all supporter groups</li><li>Reach out on social media throughout the day focused on impact of giving, matching funds, goals for the day, your inspiring stories and #GivingTuesday</li><li>Facebook posts and Tweets as you reach milestones: 30%, 60%, 80%, 90%, 100% of goals</li><li>Thank donors and volunteers through social channels</li><li>Calls to board and key supporters to remind them today's the big day and to thank them</li></ul>