



Siouxland Big Give: What's your PLAN?

Mission Statement:

Campaign Goal: How much money do you want your organization to raise?
\$ _____

Target Audience: Who do you want to reach? (Check all that apply)

Board/Past Board	Alumni	Grandparents	Young Adults	Clients
Business Partners	Parents	Kids	Donors	Families
Staff	Other _____			

Marketing Tools: What marketing platforms will best reach your supporters?
(Choose what you can realistically accomplish)

Facebook	Email Blasts	Mail Inserts	Website	Twitter	Newsletter
Personalized Letter	Radio	Instagram	Newspaper	hand written card	
Fliers	Post Card	Swag Items	Other _____		

Making Your Participation a Success: What will make you stand out and make your participation in Siouxland Big Give successful? Why should donors give to your organization?

Specific Cause _____ Matching Funds _____

Other _____

What would you say if a donor asks you why they should give to your organization, and how their gift would make an impact?

Action Plan:

What is your plan to get your board involved in Siouxland Big Give?

Name 10 donors you could ask to make a donation.

List in order what you will do between now and the Big Give to promote your nonprofit organization's involvement in Siouxland Big Give.

Action Items	Date	Person Responsible
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		

How much time will you dedicate to Siouxland Big Give per week?

What is your budget? \$ _____ how much will your promotion cost? _____

Personal Notes: