

# SIouxLAND **BIG** OCTOBER 6, 2020 *give*

## 7 weeks before Siouxland Big Give

- Get your staff & board involved
- Define your donation goals and project. Finalize and proofread your Big Give page. Do your photos and narrative inspire others to donate?
- Follow Siouxland Big Give on Facebook & Twitter
- Add the Siouxland Big Give logo to your email signature
- Decide how you will use specific marketing platforms and create a promotion plan

## 6 Weeks before Siouxland Big Give

- Determine if hosting an event will help your organization raise funds
- Define and promote your event and let us know so we can promote it too (email Siouxlandphilanthropy@gmail.com)
- Update your organizations' website with information about Siouxland Big Give
- Write social media posts to schedule throughout the month (include #SiouxlandGive)

## 5 Weeks before Siouxland Big Give

- Print/order the marketing materials available on the toolkit page (postcard, poster, table tents, inserts, stamp, buttons/stickers) to use for mailings etc.
- Change your social media cover photos to Siouxland Big Give photos

## 4 Weeks before Siouxland Big Give

- Display and send out marketing materials within your organization
- Utilize other marketing platforms to reach out to your supporters
- Send a letter to friends of your organization to share and encourage donations
- Personally contact 10 donors and ask them to donate

## 2 Weeks before Siouxland Big Give

- Post 2-3 times a week
- Send out a reminder email about Siouxland Big Give

## 1 week before Siouxland Big Give

- Post every day

- Send out a reminder email about Siouxland Big Give and your organization
- Post photos of your board, staff and volunteers getting excited about Siouxland Big Give

### **Day of Siouxland Big Give**

- Post all day!
- Make sure to thank your donors and highlight them on your page!
- Post your updated amount raised on a regular basis
- Re-tweet and share posts from Siouxland Big Give for updates
- Take a lot of photos from your event and tag them with #SiouxlandBigGive
- Promote what a donation will do for your organization
- Thanking your supporters, donors and volunteers for their hard work and donations
- Update your website!
- Try to attend other Siouxland Big Give events

### **After Siouxland Big Give**

- Create a thank you post for your social media followers
- Highlight the bonus funds that your organization received during Siouxland Big Give
- Send a personal thank you to your volunteers
- Send a thank you note/letter containing a receipt to your Siouxland Big Give Donors
- Send a thank you note to Siouxland Big Give Sponsors