

#GIVINGTUESDAY

12-WEEK TIMELINE

12 Weeks
September 3-7

- Register your organization on Elgingives.org and ILGive.com
- Create an online giving page specific to Giving Tuesday, and include the ElginGives logo on it
- Create a Giving Tuesday committee with your staff, Board, and volunteers

11 Weeks
September 10-14

- Host a kickoff Board meeting and finalize your fundraising goals
- Create a post on your website about your participation in Elgin Gives, and link to Elgingives.org. Maybe even a countdown!
- Send a handwritten note to your major donors letting them know that you are participating. Give them specifics about your goals and how you'd like to see them involved

10 Weeks
September 17-21

- Attend the Sept 18 Elgin Gives workshop
- Create a design template that has your branding, Giving Tuesday info, with a link to your giving site and the Elgin Gives logo
- Add ElginGives logo and a link to your giving page on your email signature

9 Weeks
September 24-28

- Have palm cards and/or fliers printed
- Send email to your Peer to Peer fundraisers, explaining that you need their help on the big day
- Determine list of peer-to-peer fundraisers (Board members, major donors, staff)

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12-WEEK TIMELINE—8 Weeks Out

8 Weeks
October 1-5

- Send invitations to a Peer to Peer kickoff party
- Finalize your Giving Day story, complete with imagery. You can then send a press release, post on social media, and make a post on your website
- Make sure your committee members can attend the Elgin Gives kickoff on Oct 16

7 Weeks
October 8-12

- Touch base again with your major donors, especially if you'd like them to do a match
- Send a Save the Date e-Blast
- Make sure all donor email lists are clean and ready to use

6 Weeks
October 15-19

- Create a social media and eBlast timeline
- Go to the Elgin Gives kickoff on Oct 16
- Get a letter from your Board President or CEO to include in a printed mailing, if doing one

5 Weeks
October 22-26

- Attend the Elgin Gives workshop on Oct 23
- Finalize a matching gift from a local business partner or major donor. Make sure they are included in any printed mailings to go out, as well as online sources.
- If doing printed mailing, have everything go to print

#GIVINGTUESDAY

12-WEEK TIMELINE—4 Weeks Out

4 Weeks
October 29-November 2

- Host your Peer to Peer fundraising party. Give them resources, tools, and strategies, including sample emails and posts. Help them create their own fundraising plan
- Ask volunteers, Board members, and staff to send you pictures and stories
- If you're doing printed mailing, drop no later than this week. Otherwise, send an eBlast announcement. Make sure to talk about your matching sponsor

3 Weeks
November 5-9

- Write a blog or newsletter story about your Elgin Gives participation
- Schedule e-blasts to go out
- Send a press release

2 Weeks
November 13-17

- Amp up social media posts – one every day/at least 3 in week
- Make targeted phone calls to donors
- Send a "2 Weeks Away" email to donors and Peer-to-Peer fundraisers

1 Week
November 20-24

- Update website and social media to incorporate "1 Week Away" messaging
- Double check all links for giving
- Create donor thank you plan
- Send reminder eBlast
- Secure Board member donations for the start of their day

#GIVINGTUESDAY

12-WEEK TIMELINE—November 27-28

THE BIG DAY November 27th

- Kick off with a bang! Have at least 10 donors give before they start their day
- Get out into the community and spread the word about Elgin Gives
- Check in with Board members throughout the day
- Be active all day on social media, giving updates throughout the day
- Send halfway-there eblast and almost-there eblast, as well as one ready-to-go for when you reach your goal
- Check your gifts every hour and thank donors in real time

THE NEXT DAY November 28

- Implement donor thank you plans
- Compile data and send to Elgin Gives committee
- Email all donors with results of your day and what it will help your organization accomplish
- CELEBRATE!