

Team Member Name: _____ **Role:** _____

1. What are your campaign goals?

Goal 1:

Goal 2:

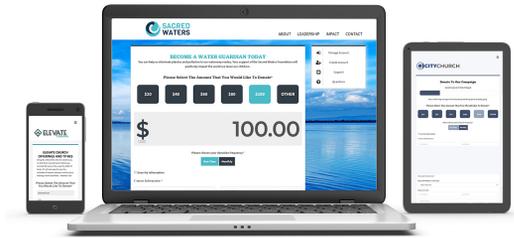
Goal 3:

2. What type of campaign will you be using?

Single Day:

P2P Campaign:

Year End Campaign:



3. What is the time frame for your campaign?

Start Date:

End Date:

4. Who is your target audience?

Who are the people that you can count on to participate in your campaign and what activates them to get involved?

Define your audience

How do you get them involved



5. Set up your fundraising

New donate page Assigned to:

New P2P page Assigned to:

New campaign landing page Assigned to:

Target Completion Date:

6. Set up your email communications

- Key Supporter Email – reach out to your biggest fans to get them onboard early with your campaign
- Campaign Announcement – announce the full kick off your campaign with an email out to your complete email list.
- Hype Email – Keep your campaign front end center and remind you network how they can get involved
- P2P Fundraiser Inspiration – you have successfully recruited fundraisers to your cause and now is the time to equip them with the information that they need to make it successful.
- Weekly Campaign Updates – keep people up to date on the progress of your campaign and continue to get people involved
- Post Campaign Thank You - after a successful campaign say thank you to all of your fundraisers, donors, and supporters.

Assigned to:



7. Set up your social media strategy

Create #GivingTuesday assets for your social media accounts. These include profile and header images along with graphics to post throughout the campaign. As you are crafting your campaign you will want to create a social media post schedule that will keep announcements, updates, and testimonials front and center. The goal is to create a steady drumbeat all of the way to the launch of your campaign.

- Facebook Assigned to:
- Twitter Assigned to:
- Instagram Assigned to:
- Other _____ Assigned to:
- Other _____ Assigned to:

Target Completion Date:

8. Website updates

It is important to make sure that your website includes information about your campaign on the home page so that it is easy to find and sign up.

- Home Page Banner Image Assigned to:
- #GivingTuesday Landing Page Assigned to:
- Announcement Post Assigned to:
- Links to donate pages Assigned to:
- Other _____ Assigned to:

Target Completion Date: