



Best Practices for a Successful May 8th!

An interactive workbook to help you create and plan your Fremont Area Big Give campaign.

Getting Started: Goal Setting

Goals for the Fremont Area Big Give are more than financial. Manage your expectations for setting your overall philanthropic goals: new donors, visibility, marketing, social media.

1. What is your financial goal for the Fremont Area Big Give?

2. What is your donor goal?

3. How do you plan on measuring these goals?

4. What tools/resources/staff do you need to implement this practice?

Notes:

Best Practice #1: BOARD ENGAGEMENT

Board participation is a crucial element for success on May 8th. How will you engage your board and activate them to assist with your Fremont Area Big Give campaign?

1. What will be your goal for board giving? (100%, increase from last year, etc.)

2. What donor engagement strategies will your board employ?

3. What social media activities will you ask of your board?

4. What other communication/marketing activities will your board engage in?

5. What other tasks or strategies will you ask your board to participate in?

Notes:

Best Practice #2: DONOR ENGAGEMENT

Engaging your donors before, during and after Fremont Area Big Give drives home the importance of donor stewardship, cultivation and keeping them aligned with your organization for continued engagement, support and gifts.

1. How will you engage your current donor base?

2. How will you thank your donors during May 8?

3. What is your plan to thank your donors after May 8?

4. How will you engage new donors?

5. What tools/resources do you need to implement this practice?

Notes:

Best Practice #3: DONOR COMMUNICATION-KNOW YOUR AUDIENCE

To craft the right and most effective message, you need to know your audience. Who are they? How can you find them and how can they be your best ambassadors?

1. Who are your current audiences?

2. Who do you want to target? (prioritize them)

3. How will you find them?

4. Your Message: How is the world different because you exist? What stories of impact can you share?

5. What tools/resources do you need to prepare and develop to implement this practice?

Notes:

Best Practice #4: SOCIAL MEDIA

For an online event, social media plays a huge role. Even if you are new to this way of communicating, the Fremont Area Big Give is the time to dive in and get your feet wet! Utilizing Facebook and other platforms will help you communicate to your current and future donors pre-event, during and long after the event.

1. What social media platforms will you use for the Fremont Area Big Give?

2. What are the key messages you will convey on these platforms?

3. How will you use social media to promote your prize challenges strategy?

4. Do you have a staffing plan? Who will run your social media campaign?

5. What other tools/resources do you need to implement this practice?

Notes:

STAFF ASSIGNMENT WORKSHEET

Name of Staff/Volunteer	Assignment/Role	Tasks
<i>(Example)</i> John Smith	<i>(example)</i> Social Media	<i>(example)</i> Create editorial calendar, schedule posts, day-of posting