

# Board Engagement

## Giving Day Plan

Name: \_\_\_\_\_

Date: \_\_\_\_\_

North Texas Giving Day 2018 is September 20! In support of \_\_\_\_\_, and as a dedicated board member, I will support and raise money for our North Texas Giving Day campaign in the following ways:

Between now and September 20, I will be a catalyst, communicator and a donor care leader by:

- ☐ Following our [organization's Facebook] and [Twitter/Instagram accounts] and sharing posts about #NTxGivingDay.
- ☐ Watching the North Texas Giving Day Board Engagement Video
- ☐ Asking my friends and colleagues to connect with our organization on Facebook, Twitter, Instagram and LinkedIn.
- ☐ Sending an appeal letter to my contacts.
- ☐ Phoning people I know and ask them to join me in giving to our organization.
- ☐ Phoning current donors even if I don't know them, to ask them to consider a gift on North Texas Giving Day.
- ☐ Providing names and contact information of prospective donors to staff so we can build our mailing list.
- ☐ Contributing to matching funds for our organization.
- ☐ Setting up a FUNdraising page to support our organization
- ☐ Emailing my network to save the date for North Texas Giving Day
- ☐ Posting on my social media about why I give on North Texas Giving Day

On North Texas Giving Day (September 20), I will be a donor, a catalyst, and a donor care leader by:

- ☐ Promoting our campaign by forwarding emails and liking, commenting and sharing social media posts.
- ☐ Making an online donation to our organization at [www.NorthTexasGivingDay.org](http://www.NorthTexasGivingDay.org).
- ☐ Asking my friends and colleagues to donate to our organization on North Texas Giving Day.
- ☐ Participating in our organization's North Texas Giving Day event.
- ☐ Hosting a party/event at which I will ask my friends to donate.

Following North Texas Giving Day, I will be a donor care leader by:

- ☐ Signing thank you cards and letters to our North Texas Giving Day donors.
- ☐ Making calls to thank our North Texas Giving Day donors.

Other great ideas I have for attracting individual donations on North Texas Giving Day include:

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I will act on these ideas with a goal to raise \$\_\_\_\_\_ on September 20, 2018.