



BOARD ENGAGEMENT TEMPLATE

The following example is a board engagement tool. This template can help get your board involved in your WyoBraska Gives campaign.

BOARD OF DIRECTORS - GIVING DAY FUNDRAISING PLAN

Name: _____ Date: _____

WyoBraska Gives Day 2018 is November 13th! In support of [INSERT ORG NAME], and as a dedicated board member, I will support and raise money for our WyoBraska Gives Day campaign in the following ways:

Between now and November 13th, we encourage board members to:

- Follow our [organization's Facebook] and [Twitter/Instagram accounts] and share posts about WyoBraska Gives.
- Ask friends, family and colleagues to connect with [Org profile] on Facebook, Twitter, Instagram and LinkedIn. Send an appeal letter to contacts.
- Send an appeal email to contacts.
- Phone people and ask them to join in giving to [organization].

- Phone current donors to ask them to consider a gift on WyoBraska Gives Day.
- Provide names and contact information of prospective donors to staff so we can build our mailing list.
- Contribute to matching funds for [our organization].
- Setup a Cheer Page to support [our organization]
- Invest in a Challenge Fund Sponsorship and donate to [organization]

ON WYOBRASKA GIVES DAY (NOVEMBER 13)

- Promote our campaign by forwarding emails and liking, commenting and sharing social media posts.
- Make an online donation [organization] at www.WyoBraskaGIVES.org
- Encourage friends and colleagues to donate to [organization] on WyoBraska Gives Day.

Throw a party/host an event at to encourage attendees to make early donations. Make sure to preapprove your event and share with WyoBraska Gives to promote on “Pre-Giving Event Schedule”

FOLLOWING WYOBRASKA GIVES DAY

- Sign thank you cards and letters for WyoBraska Gives donors. Make calls, email or send messages to thank [organization’s] Giving Day donors.
- Thank Donors on public social media pages
- Encourage donors to download #Unselfie Poster and post to social media. Don’t forget to hashtag #Unselfie #WyoBraskaGIVES #[organization]

Other great ideas for attracting individual donations on WyoBraska Gives Day include:
