



Suggested Timeline
Eight Weeks Out
Meet, Plan, Discuss!

- Make final updates to Nonprofit Profile. Publishing deadline is October 15th, however, the sooner you are published, the more visibility you will have.
- If you haven't already, LIKE and SHARE Oregon Trail Community Foundation on Facebook and Twitter.
- Familiarize your Page Administrators with the NPO ToolKit, Social Media Best Practices and Sample Posts!
- Make your presence known on Social Media! If your nonprofit doesn't already have active Nonprofit accounts through Facebook, Twitter, Instagram or LinkedIn, now is the time to create your accounts! It is a FREE and SIMPLE way to connect with your donor and volunteer base!
- Make sure your staff, board of directors, volunteers, members and fans know about your participation in WyoBraska Gives! Assign roles and delegate duties to make sure everyone in your organization shares your profile. You can choose email, messenger, texting, postcards and social media to get the word out!
- Educate your entire office about WyoBraska Gives in preparation to answer any incoming questions about your organization's participation, donor toolkits, and involvement prior to Giving Day.
- Create a list of volunteers who you would like to create a Personal Cheer Page to help reach your fundraising goal. Download and share our Cheer Page Tutorial in our Toolkit with step by step instructions on how to create and share a successful Cheer Page. Include images, video and content that you have preapproved to be used to promote your cause. Make sure to encourage your volunteers to share their Cheer Page through email and social media.
- Create a list of business supporters who would be willing to share handouts and promotional material with customers through direct marketing, newsletters and mailed invoices. Ask them to create and share a Cheer Page to direct their customers to your profile. Ask your business supporters to donate advertising or mention your profile in their paid advertising.
- Finalize donor email/contact lists and make sure all information is ready to use.
- Create outreach strategy for current donors.

