



## **Six Weeks Out**

### **Preparing Your Marketing Launch**

- Decide on communication tools (Direct Mail, email, social media, newsletters, direct messaging, etc)
- Start an outreach to acquire testimonials
- Determine who will run your social media campaign (staff, consultant, volunteer, etc.)
- Hosting a Pre-Give Open House, After Hours, or Event? Make sure to register your event details with Oregon Trail Community Foundation.
- Create Connections! Start a #TeamCampaign to cross market other nonprofit participants.
- Make sure your profile has images/video!  
WyoBraska Gives is more than raising money...It's about raising awareness! Showcase as much information about your organization as possible
- Include Events, Programs, Testimonials, Website and Social Media Links