



*Four Weeks Out
Continue Marketing*

- Download and Promote “Treasure your Community” Treasure Hunt PDF and Map in Events. Share Oregon Trail Community Foundation’s Social Media Pages to encourage participation.
- Invite friends to become a fan of your social media pages
- Create “4 week out” personalized task list and assign to staff, members, fans and volunteers
- Utilize Pre-Built Marketing Content available in NPO ToolKit
- Print Official WyoBraska Gives Poster to display in your hallways, offices, break room and common areas
- Send invites if hosting a Pre-Give Event
- Schedule key meetings with donors (pre-commitments)
- Begin talking about your involvement in WyoBraska Gives at meetings and events.

- Bring postcards with you to leave in office lobbies, coffee shops, etc.
- Let donors know that Pre-Giving starts on November 13
- Continue to implement your communications plan (emails, social media posts, etc.)