



One Week Out Heavy Marketing Continues

- Start your One Week Countdown!
- Educate your donors. Direct them to the Donor FAQs and Donor ToolKit on WyoBraskaGives.org
- Study the Donor FAQ's and ToolKit and be prepared to answer questions.
- Study the Business/Sponsor Toolkit and encourage your business partners to take advantage of the ToolKit. It is available for anyone and everyone to access.
- Continue heavy social media presence. Make sure you are sharing your direct URL to direct donors to your profile.
- Click on "Sponsor Link" and make sure to Thank our Sponsors directly or by tagging them in a social media post. Shout outs are a great way to give them additional visibility!
- Be energetic and excited! Donors are more likely to support a cause you are passionate about!
- Tell your personal story. Why your organization makes a difference.

- Engage with your audience by posting a question. Encourage communication in your comments. Always like and thank your fans.
- Remind board of roles (outreach, sending emails, etc.)
- Utilize WyoBraska Gives PSAs and other marketing materials available in your ToolKit – share on social media
- Make sure to spread the word that Minimum Donations start at only \$10
- Encourage your donors to follow our Media Partners: KNEB, Star Herald, Gering Courier, Hometown Family Radio, NBC Nebraska and the Torrington Telegram for updates and promotions leading up to Give Day.
- Finalize day-of event plans.
- Finalize day-of roles and staffing plan, and social media updates, and profile administrative roles.
- Take advantage of Prescheduled Social Media posts.
- Add images or videos to your Social Media story.
- Refer to your ToolKit and be prepared! Have questions? We're always here to help!