



Three Weeks Out
Prepare for upcoming Marketing Blitz

- Amp up social media posts – add WyoBraska Gives graphics from ToolKit to Facebook and Twitter
- Begin sending emails
- Make targeted phone calls to donors
- Have a kickoff event and talk to donors about
- Distribute fliers to businesses in your area
- Display marketing materials within your organization (Postcard, Poster, Table Tent, Inserts)
- Utilize other marketing platforms to reach out to your supporters
- Send a letter to friends of your organization to share incentives and encourage donations
- Personally contact 10 donors and ask them to commit to an early donation on November 1st and share the “I Gave Early” digital PDF in the donor ToolKit to ignite the Spirit of Giving prior to the event.