



NONPROFIT CHECKLIST (January – February 2019)

- ___ Renew or register to participate in Give Local 757 at givelocal757.org
- ___ Assign a lead for your Give Local 757 campaign.
- ___ Stay in the loop by following @pcfvirginia on social media, and
- ___ Join Facebook “Give Local 757 Nonprofits” Group
- ___ Organize team and schedule team meeting.
- ___ Have team members attend training sessions and view webinars/tutorials. Visit www.givelocal757.org/training for details and to register.
- ___ Complete Work Plan Workbook at team meeting.
- ___ View 20-minute tutorial available in the Toolkit that explains all the features and how best to utilize them to create the most effective profile.
- ___ Complete Give Local 757 profile. Login at givelocal757.org (upper right-hand corner).
- ___ View Toolkit and download necessary tools at givelocal757.org/toolkit
- ___ Announce your participation in Give Local 757 to your supporters and in all mediums.
- ___ Post, tweet, and spread the word on all of your social sites that you are participating.
- ___ Create a Facebook event for Giving Day campaign and enlist supporters to spread the word to achieve your RSVP goal and compete for the \$757 RSVP CHALLENGE.
- ___ Create target list for matching gifts and begin making asks.
- ___ Complete “Enlist Supporters Worksheet in Toolkit to create target list for supporters
- ___ Create supporters toolkit.
- ___ If not already established, create social media accounts (i.e. Facebook, Twitter, Instagram, etc.).
- ___ Start posting engaging content regularly and enlist supporters to build your audience and overall reach with likes/follows/shares, etc.
- ___ Create compelling stories by collecting photos, graphics, stories, testimonials, etc.
- ___ Decide if your organization will host an event on May 14.