

## **TO DO LIST – TASKS TO BE COMPLETED BY APRIL 13<sup>th</sup>**

- \_\_\_ Pay registration fee
- \_\_\_ View [5 Steps to a Successful Giving Day](#) webinar
- \_\_\_ Complete your Give Local 757 profile including STRIPE account set up
- \_\_\_ Assign lead for your Give Local 757 Campaign
- \_\_\_ Complete Work Plan Workbook pages 3-12
- \_\_\_ Download all items from [THE Toolkit](#) at [givelocal757.org](http://givelocal757.org)
- \_\_\_ Announce your participation in Give Local 757 to your staff and Board of Directors
- \_\_\_ [Post this on all your social media](#) that you are participating in Give Local 757
- \_\_\_ Finalize goals and prizes you will attempt to win ([page 10 of Work Plan Workbook](#)). Also use Giving Day Pyramid Example and Fundraising Goal Worksheet located in [THE TOOLKIT under 'Planning'](#).
- \_\_\_ Confirm matching gifts
- \_\_\_ Complete asks and confirm your [Fundraiser Campaigns](#) (these can be created now)
- \_\_\_ Build your social media audiences NOW [with this post](#) or create one of your own. Also, send email to everyone associated with your organization (board, staff, volunteers, clients, etc.) to follow your pages and to ask their contacts to do the same.
- \_\_\_ Finish collecting photos, stories, testimonials you will use in your posts/marketing for your campaign.
- \_\_\_ Have all staff, fundraisers, board members, volunteers add [Give Local 757 email signature graphic](#) to their email accounts.
- \_\_\_ Add [header graphic](#) to your website and outgoing e-newsletters
- \_\_\_ Review your profile on [givelocal757.org](http://givelocal757.org) – make sure your logo and links (you can add INSTAGRAM now) are working, that you have posted photos and videos.
- \_\_\_ Implement current donor outreach plan
- \_\_\_ Finalize and print marketing materials
- \_\_\_ Communicate with staff, volunteers and board your Give Local 757 plan and their roles