

Give 8.28 5-Week Checklist



Midlands Gives

CENTRAL CAROLINA
COMMUNITY FOUNDATION

Week 1 – July 24

Add Give 8/28 and Black Philanthropy Month to staff and Board of Trustees calendars

Schedule meeting with staff or volunteers assisting your campaign; establish team roles and appoint leader(s)

Develop measurable fundraising goals

Create updated donor and prospect contact list

Week 2 – July 31

Early giving begins August 1 – Start accepting donations

Develop communications plan

- Log into Midlands Gives profile to review Marketing Toolkit: social media posts, templates, graphics, logos, and logo usage guide
- Create email templates and schedule e-blasts and/or create printed materials and schedule mailing
- Strategize social media content and schedule

Week 3 – August 7

Begin implementing communications plan

Remember to use #Give828 and tag CCCF in social posts

Week 4 – August 14

Encourage board members, staff, and supporters to create fundraiser pages

Confirm volunteer and staff responsibilities

Continue implementing communications plan

Week 5 – August 21

Remind board members and volunteers of roles

Continue posting on social media and implementing communications plan

Repost CCCF content on social media platforms

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Giving Day – August 28

	Send email in morning to donors with call to action as final reminder
	Post frequent updates on social media to report progress; link people to Midlands Gives leaderboard and media coverage; remember to use #Give828
	Check donor data throughout the day and thank donors in real time

Post Giving Day

	Send thank you notes to donors (Donor list can be found under “My Donations”)
	Complete the CCCF Give 8/28 Post-Event Survey
	<p>Debrief</p> <ul style="list-style-type: none"> <input type="checkbox"/> Analyze all staff, volunteers, and participants’ impact of campaign <input type="checkbox"/> Measure goals of fundraising campaign <input type="checkbox"/> Use data from debriefing to help plan next fundraising campaign

Additional Tasks (Optional)

	Review Midlands Gives profile and update as needed
	Review Midlands Gives Strategy workbook; make note of helpful tips and templates
	Develop prize and matching gift strategy
	Design and develop personalized digital (social media, newsletter, or email) or print marketing materials

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