

5 Steps

to close out 2015 with strong



Year End Giving Checklist

1) Step One

- Meet with your team to define a measurable and achievable objective
- Decide on the metrics for the objective (likes, shares, dollars raised?)

2) Step Two

- Identify the most compelling stories in your organization
- Build your content calendar (images, quotes, blogposts, etc)

3) Step Three

- Use data/surveys to find out which platforms are people engaging the most
- Clean up your lists, build lists of influencers/prospects
- TEST your online donation function (mobile, too!)

4) Step Four

- Contact your supporters so they know the campaign is ON
- Give talking points/messaging to staff and volunteers
- Check-in with team (or leadership) and keep record of trends

5) Step Five

- Thank each and every person who contributed (and not just donors!)
- Leverage Google Analytics, Facebook and Twitter insights to get a pulse on the campaign
- Report to your team about results and lessons learned