

2021 Giving Season Planner



	PREPARATION MID-NOVEMBER	GIVING-TUESDAY END OF NOVEMBER	MID-CAMPAIGN START OF DECEMBER	YEAR-END END OF DECEMBER	WRAPPING UP START OF JANUARY
STRATEGY	<p>Schedule a brainstorming session with your team and define the story of your campaign, ensuring the ask is clear, attainable, and urgent.</p> <p>Create a FundRazr campaign with our easy-to-use templates. Check our blog post to learn why you should combine Giving Tuesday and Year-End.</p>	<p>Time to launch your campaign! Make sure to jump on the Giving Tuesday buzz by sending out messages through dark social media.</p> <p>Book a 1-on-1 strategy call with our crowdfunding experts to double check content and ask other questions you may have.</p>	<p>Reach new donors through constant engagement posts and make stronger relationships with your current donors.</p> <p>Share different ways your donors can get involved besides donating. For example, sign up to programs, sharing with their community.</p>	<p>Get ready to thank your donors and use segmentation for your communications.</p> <p>Be grateful for every donation, no matter how big or small. Check our blog post on thank-you emails.</p>	<p>Show your achievements throughout the year and create continuity by announcing any upcoming projects.</p> <p>Wrap up the campaign by explaining how you will use the raised funds and plans for next year.</p>
MESSAGING	<p>Thank your donors - Explain reasons why they should give and show their impact. E.g. breakdown the costs of a project.</p>	<p>Join the Giving Tuesday movement. Combine your efforts through social media and emails.</p>	<p>Actively communicate the ask. Update your campaign and make changes to merge into Year-End</p>	<p>Position your ask as a wishlist for your cause. Since it is a holiday season, donors will be happier to support.</p>	<p>Use statistics from last year to introduce goals for the year ahead, potentially a new fundraising target.</p>
COMMUNICATIONS	<p>Prepare your emails and pre-schedule any social media posts you want to share.</p>	<p>Ask for financial gift to support this Giving Season. Mention that this is Giving Tuesday week not day, so they can still support even if they missed a day.</p>	<p>Other than email, engage your crowd with social media competitor, event, or sponsors. Don't forget about dark social media as well.</p>	<p>Explain to your community why you particular need this wishlist(s).</p>	<p>Reach donors on multiple channels and let them know you rely on their help to make a bigger impact.</p>
RESULTS	<p>Ready communications plan, ready campaign, more time to work on other aspects of Year-End giving.</p>	<p>A head start to your Year-End campaign, first donations.</p>	<p>A sense of community is built up. Larger donor base acquired.</p>	<p>Each group of followers or donors receive a more personal message.</p>	<p>Donors know your organization's vision for the year ahead and feels part of the journey.</p>