

Nov 30, 2021



**SOUTH  
DAKOTAGIVES**

**#ForSouthDakota**

# Planning Blueprint

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#ForSouthDakota

*Giving days don't just happen (darn!). They require smart planning and creative ideas to make the most of the day—and set your nonprofit up to cultivate and steward new and returning donors in the months and years to come. Use this handy dandy timeline to jump-start your planning for South Dakota Day of Giving. Bonus points for teams who are able to mark each activity off the list!*

## June and July

- ❑ Assign a leader for your South Dakota Day of Giving efforts—the person who will serve as the main point of contact with South Dakota Gives and the person who will lead your team to fundraising success.
- ❑ Set-up your online giving form (if you haven't already done so) for South Dakota Day of Giving. Some nonprofits will use their general online giving form, and others may wish to set-up a special form for donations on this specific day.
- ❑ Make sure you've registered for South Dakota Day of Giving online at [www.southdakotagives.org](http://www.southdakotagives.org) (remember, only one registration per nonprofit, please and thank you!). Registering to participate makes you eligible to win prize money and allows us to list you on our website so people interested in the Day of Giving can find you.
- ❑ Follow South Dakota Gives on Facebook, Twitter and Instagram, and make sure you've signed up to receive email notifications about prize opportunities, regional trainings, and more. (You can sign-up for emails at the bottom of every page on our website.)
- ❑ Identify the members of your South Dakota Day of Giving team and start discussing ideas for how to get others involved—think about ways to include your board of directors, current donors, staff, students, interns and community.
- ❑ Look for partners and collaborators! Reach out and explore ideas with businesses and other nonprofits on how you might collaborate.

**Think about ways to include your board of directors, current donors, staff, students, interns and community.**

## August

- ❑ Work with your internal team to set a few goals. What do you want to accomplish on this day? (Hint: It can be more than just raise money!) Would you like to recruit more volunteers? Get more social media followers? Identify new donors? Fund a specific project? The sky is the limit, so dream big.
- ❑ Write your goal(s) down and begin to create a plan around it.
- ❑ Draft a schedule to support your plan. Action items should begin this month!
- ❑ Think about a match from a donor if you plan to raise funds. It may take a little time to identify the business, board member, current donor or other provider who will match dollars you raise on South Dakota Day of Giving. Spend some time sharing with your prospective match maker your plans for the Day of Giving and how a match will help support your goal.

- ❑ If you want to generate a challenge for the Day of Giving, work out the details and make sure everyone involved is on board before announcing the challenge.
- ❑ Create your graphics and social media calendar specific to South Dakota Day of Giving. An entire set of graphics have already been created for free download here: <https://www.southdakotagives.org/graphic-resources>.
- ❑ Consider content you will need to create and gather the assets needed to execute your plans.
- ❑ South Dakota Gives will have some social media contests on the Day of Giving. Monitor our “prizes” section and make sure you are set up to track your media engagement to be prize eligible.
- ❑ Put processes in place to monitor the goals you’ve set for yourself—financial or otherwise—on South Dakota Day of Giving.

## September (it’s time to start communicating with your audiences!)

- ❑ Send out a save the date email or postcard about South Dakota Day of Giving to your donors and community members.
- ❑ Look for opportunities to share about your South Dakota Day of Giving participation in newsletters, blogs, meetings with funders and collaborators, and more. Use graphics that have been developed by South Dakota Gives--all available on the South Dakota Gives website.
- ❑ Check the South Dakota Gives website to see who else is participating and look for opportunities to collaborate.
- ❑ South Dakota Day of Giving will include prizes related to offline events. Check our prizes section for announcements in September, and then instantly begin planning your Day of Giving event. Consider hosting something as simple as an open house at your office or meetup at a local coffee shop or brewery. Feel free, too, to plan a big celebration of your work and supporters to get people excited and ready to give (you better send us photos of your party!).
- ❑ Post on social media at least once per week to inform people about your participation and what you hope to accomplish with the support you receive on South Dakota Day of Giving (not necessarily your number goals).

## October

- ❑ Start posting about the day more frequently on social media. Be fun. Be funny. Be memorable.
- ❑ Ask your followers and supporters to share your messages. Ask them to commit to giving to you on South Dakota Day of Giving.
- ❑ Create a custom press release (we offer a sample for you to consider on our website, but make it your own!). Pitch stories of generosity to your local radio, community boards and other media outlets in your area.
- ❑ Send out invitations to events you might be planning.
- ❑ Here’s a heads-up: South Dakota Day of Giving will be offering some prizes for short videos and creative hashtags. Keep checking the prize section of our website to make sure you are set to participate! And don’t worry, you don’t have to have fancy video equipment to participate.
- ❑ Confirm a challenge match if you are seeking one to help motivate participation in your effort.

**Start posting about the day more frequently on social media. Be fun. Be funny. Be memorable.**

## November

- ❑ Focus on amplifying your voice on social media! Tweet, post, snap, share and generally talk up your participation and how people can support you. Use #ForSouthDakota and tag South Dakota Day of Giving in your posts, and we'll be sure to share it out to our audiences!
- ❑ Send a letter to the editor about why giving matters in our state.
- ❑ If you blog, post stories about your work and point your social media followers to your blog.
- ❑ Encourage your volunteers and staff to do individual outreach to supporters and potential supporters. Word-of-mouth is still the best way to engage someone in supporting your effort!
- ❑ Put a countdown to South Dakota Day of Giving on your website and social media.
- ❑ Let donors who are not in South Dakota on the Day of Giving know that they can participate too. Specifically let them know how.
- ❑ Confirm volunteers you have recruited to help in your South Dakota Day of Giving activities.
- ❑ Announce to your supporters the prizes you plan to compete for on South Dakota Day of Giving and how they can help you win dollars from the South Dakota Prize Pool.

## #GivingTuesday, November 30, 2021

- ❑ Send emails during the day to supporters. Include what they can do to support your campaign—whether that is donate money or supplies, volunteer, help you win a contest, and more!
- ❑ Be sure to provide updates to your supporters of your progress. Consider setting goals throughout the day.
- ❑ Post content that encourages conversation and engagement—ask a question, create something that requires a vote, challenge them to help you meet your goal.
- ❑ Remember that South Dakota Day of Giving doesn't end at 5pm. It goes through 11:59pm, so have plans in place to staff your efforts early in the morning and well into the evening.

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## The Day After: December 1, 2021 (no rest for the weary!)

- ❑ You worked your butt off, but there's no time to rest. Send out thank you messages in emails and on social media.
- ❑ Send thank you cards to volunteers, donors and others for whom you have addresses. Consider handwriting them.
- ❑ Share any initial results you achieved, and celebrate them loudly and proudly.
- ❑ Add new information you received from donors to your database.
- ❑ Fill out and submit your survey information to South Dakota Day of Giving for prizes and results.