

Nov 30, 2021



## Worksheet 1: Creating Your Campaign

**What is the specific purpose of your campaign?**

(think tangible, present moment, relatable to audience, clear impact)

**What is the opportunity or challenge you address in your campaign?**

(directly related to the work of your mission)

**What is the step your campaign will allow you to take to accept the identified opportunity or resolve the identified challenge?**

(think build, launch, purchase, inform, finish)

**Who do you plan to engage to support your campaign? What is important to them?**

(who are you able to reach and what do they care most about)

<b>Group 1:</b>
<b>Group 2:</b>
<b>Group 3:</b>

**Who will share your message?**

(connected to the project and most likely to generate a response from those you engage)

<b>Group 1:</b>
<b>Group 2:</b>
<b>Group 3:</b>

*Please see other side >*

## What action will you ask the people you engage in your campaign to take?

(consider actions beyond donating, and multiple actions)

<b>Group 1:</b>
<b>Group 2:</b>
<b>Group 3:</b>

## Writing your campaign case statement

### What is the opportunity or challenge you address in your campaign?

*Since the closing of the emergency shelter in Next County 3 months ago, our shelter has seen a 50% increase in individuals seeking a place to stay for the night.*

### What is the step your campaign will allow you to take to accept the identified opportunity to resolve the identified challenge?

*A generous property owner has offered to gift us a home near our shelter if we are able to raise the funds needed to pay one year of utilities. This home will provide the space we need to serve our neighbors.*

### Who will share the message?

*As the person who greets people who come to the shelter seeking support, I was so excited to learn of the opportunity to expand into the neighboring house. I know the relief families experience when we are able to say “yes” when they need a place to take shelter.*

### What action will you ask the people you engage in your campaign to take?

*Your gift of \$50 today will help ensure families around our region are able to get the emergency shelter support they need. And thanks to a special Day of Giving matching gift from Our Local Power Company, your donation today will be doubled and help us secure the new shelter twice as fast!*

Keep it short and specific.

## Worksheet 2: Day of Giving Goal Setting

Consider ways the Day of Giving tool might be helpful to your organization.

- ✓ Recruit volunteers
- ✓ Engage the Board
- ✓ Increase social media reach
- ✓ Engage new donors
- ✓ Engage lapsed donors
- ✓ Create business partnership
- ✓ Raise new funding
- ✓ Upgrade current donors
- ✓ Reach media

For your organization, rank the top 3 most important possible uses of the Day of Giving.

1.
2.
3.

For your 3 areas, identify the current measure you track within your organization. Consider the current measure, past campaigns and the resources you will bring to your Day of Giving campaign, and identify what you think is an attainable goal in each area.

Goal Area	Current Measure	Attainable on Day of Giving
<i>ex. Recruit volunteers</i>	<i>20 active volunteers</i>	<i>7 new volunteers</i>
<i>ex. Facebook followers</i>	<i>600 current followers</i>	<i>50 new followers</i>
<i>ex. Board participation in giving</i>	<i>80%</i>	<i>90%</i>
<i>ex. Dollars raised</i>	<i>\$3,000 last Kickstarter</i>	<i>\$3,500</i>

For your top 3 goal areas, write measurable goals. These can be internal, as well as goals you will promote publicly.

<b>Goal (example):</b> <i>Our goal is to have 7 people register for our next volunteer training.</i>
<b>Goal (example):</b> <i>Our goal is to gain 35 new Facebook followers during our campaign!</i>
<b>Goal 1:</b>
<b>Goal 2:</b>
<b>Goal 3:</b>

## Worksheet 3: Communicate Your Campaign

Circle the communication channels your organization uses to communicate with your audiences.

Newsletters	Advertisements	Personal visits	Instagram
Facebook	Direct mail	Radio	Events
Email	Twitter	Phone calls	

Identify and briefly describe the audience(s) you will communicate with for your Day of Giving campaign.

<b>Group (example):</b> <i>Major Donors – 28 individuals who have contributed over \$1,000 in the past 12 months.</i>
<b>Group 1:</b>
<b>Group 2:</b>
<b>Group 3:</b>

List the communication assets (stories, articles, videos, blog, infographics...) you have to bring to your campaign.

<i>ex. Fact card</i>		
<i>ex. Letter from our Board Chair</i>		
<i>ex. Profile of client</i>		

List the communication assets you want to put together prior to your campaign.

<i>ex. Short video of new facility</i>		
<i>ex. Public service announcement</i>		

What messages are most important about your campaign for each of your identified groups and audiences?

<b>Group (example):</b> <i>Major Donors – You are a valued partner and consistently come through to help us meet community challenges.</i>
<b>Group 1:</b>
<b>Group 2:</b>
<b>Group 3:</b>

Please see other side >

**What will your calls to action be for each of your identified groups and audiences?**

**Group (example):** *Major Donors - Invite a friend to visit our website, share over your social media you contribute to our organization, contribute to help us reach our financial goal.*

**Group 1:**

**Group 2:**

**Group 3:**

**Complete the following calendar with specific communication activities for your Day of Giving campaign.**

Date	What	Where	Audience	Message
10/27	ex. Announce participation	Facebook	Followers	Excited to participate create awareness about the good work of human service organizations in SD
		Newsletter	Donors + volunteers	Thanks for giving time and other resources to make the year successful. Day of Giving is a chance to celebrate.
		Staff meeting	Internal team	Share case, goals and responsibilities

## Worksheet 4: Continue to Engage Your Donors

You will want to continue engagement with Day of Giving donors immediately with a thank you. Don't stop at a gift receipt as a thank you, but consider ways you can let your donors know you appreciate their gift and how it makes a difference to your organization!

**List the thank you messages that make sense for you to prepare in advance of the Day of Giving.**

<i>ex. Text for social media posts</i>	
<i>ex. A short thank you video</i>	
<i>ex. Text for thank you email to accompany gift receipt</i>	

**How will you thank donors immediately following their gift?**

<i>ex. Board member phone call</i>	
<i>ex. Email with gift receipt</i>	

**In what ways will you publicly recognize donors and their contributions to your campaign?**

<i>ex. Mention in newsletter</i>	
<i>ex. Listed on website</i>	

**How will you welcome new donors to your organization?**

<i>ex. Phone call</i>	
<i>ex. Invitation for a tour of your office</i>	

**If your organization has a plan for ongoing engagement with donors, add new donors to that plan. If you do not have a plan, outline your actions with your Day of Giving donors over 1, 3 and 6 months following their gift. Remember Day of Giving donors are strong end-of-year appeal donors!**

	1 Month Engagement	3 Month Engagement	6 Month Engagement
Board members			
Major donors			
Current donors			
New donors			
Business partners			