Big Share Fundraising Campaign Planning and Timeline

Tips from Angela West Blank, Fundraising Professional

The key components of a successful Big Share fundraising campaign include:
1) Setting goals
2) Creating a theme
3) Recruiting and motivating your team/s
4) Creating a materials list, and
5) Creating a timeline

Set Goals

Below is a quick and easy template for setting your Big Share goals, which will help lead your campaign to success!

- Determine $ Goals
  - Match $ Raised
  - +Email $ Raised
  - +Social Media $ Raised
  - +Peer-to-Peer $ Raised
  - =Total $ Raised
  - ALSO - Consider setting a Power Hour goal

Note: If you win a Power Hour or other prize, don't forget to add the prize money to your total.

*REMEMBER – You can add or subtract from the list above. The important thing is to set realistic, stretch goals – and you can always increase your $ goals during the day of The Big Share if you reach your goals early.

COMMUNITY SHARES OF WISCONSIN 50 YEARS

- Determine Outreach Goals
  - Consider the following outreach goals:
    - # of supporters
    - # of donations
    - # of new supporters/sponsors

Questions for goal planning
1. Who do you want to reach? Young people? A more diverse audience? Others?
2. How can you improve engagement with your board, donors, and other community members?
3. Are you reaching out to people in new and creative ways?

PEOPLE LOVE TO HELP YOU REACH YOUR GOALS! Having clear goals and urgency around meeting them are BIG motivators.

2. Create a Theme

While it's not crucial to create a theme for your Big Share campaign, a strong theme can help you motivate people to support your work – and it can add to the fun and excitement of your campaign.

Questions to consider:
1.What stories do we want to tell that best describe our mission?
2.What messages will resonate with current and new supporters?
3.What theme/s will allow for the most interaction with our community?
4.Will the theme allow us to create exciting content on multiple platforms?
5.Can we create interesting graphics around this theme? (Note – You don't need flashy graphics if your story is compelling.)

Themes can center around your work as a whole or on a certain program or project that engages people in a new and exciting way. Be creative, and have fun with it!

3. Recruit and Motivate Your Team/s

Recruiting a team/s of people to help you with The Big Share is a great way to engage your board, staff, donors, and volunteers. In the long run, recruiting people to help you will bring you more success, less stress – and A LOT more fun!

Consider recruiting one or more of the following teams:

- Staff Team – Recruit people on staff to help you plan and execute different parts of The Big Share and let them know your goals ahead of time. For example, if you have communications staff or someone on staff with great design skills, ask them to be on your Big Share planning team. Staff can also be assigned to a certain task or set of tasks during The Big Share (i.e. letting you know when you reach certain goals on the big day, posting about or donating (if they're able) to The Big Share, etc.)

- Board Team – Your board of directors are some of your best Big Share ambassadors. Make sure to let them know about your Big Share goals and/or Power Hour ahead of time. If they're active on social media, have them post about the event or become part of your Peer to Peer Team (See below). Board members may also be able to give or help you raise match money, give gifts during your Power Hour or throughout the day, and/or recruit their friends and family to give. There are so many ways to engage your organization's board members and have them share in the fun!

- Peer-to-Peer Team – The best way to run a successful peer-to-peer campaign is to recruit a core group of people who both care about your work and are active on social media. Board members, staff, and top donors or volunteers are great candidates for peer-to-peer teams, which can include as few as three or four people to as many as nine or ten or more! The sky is the limit with peer-to-peer fundraising! Just make sure you provide your team with adequate training (See Big Share training materials) and support to be successful. You can also encourage them to set their own fundraising goals, and, if you'd like, offer them prizes (i.e. t-shirts or other swag) or bragging rights for recruiting the most donors or most dollars during the campaign.

There are so many people who will want to help if you ask – and other teams you could create in addition to the ones listed above. If you don't have the time to recruit and motive any "special teams" for The Big Share, just remember that your biggest and most important team is your organization's community of supporters!

4.Create Your Big Share Marketing Materials List

As you're planning and creating your timeline, think about what materials you and your team/s will need to reach the finish line?

Below is a sample list of marketing materials to consider:

- Social media posts – # of posts and timing
- Big Share video/s – Can be shot on a smartphone
- Your Big Share campaign on your website
- Your Give Gab Profile
- FR Emails – # of emails and timing
- Letters/postcards or calls to past donors
- Thank you email and social media post/s
- …and, of course, your Big Share Timeline!

There are so many creative ways to engage your community through The Big Share. You can use some or all of the above materials or create new ones of your own. If you're new to The Big Share, make sure to list The Big Share on your website and determine which online strategies you'd like to use to send your supporters to your GiveGab page. To help you decide what to include, consider how much time, energy, and resources you and your team/s have to dedicate to your Big Share effort. Have fun!

5. Create a Timeline

One of the keys to your success for The Big Share is your timeline. Timeline Tips:

- Start at the date of Big Share Day and work backwards. Start in January or earlier, if possible. Whatever you do, make sure to plan ahead, even if it's just a week or so before The Big Share. The earlier, the better
- Put EVERYTHING in your timeline - Not just the social media and emails you're posting and sending, but also reminders to your board, staff and volunteers. Your timeline can be simple or really detailed, depending on your campaign.
- Make it Real - Put your timeline in your calendar or whatever planning tool you use.
- Share your timeline with your team/s - Use your timeline as a planning tool when talking or meeting with people. Use it for team check-ins and to make sure you're staying on track. and we used the timeline to make sure we were on track.
- Timelines and Sub-Timelines – If you're planning a Power Hour, Match, Peer-To-Peer, or other effort during the Big Share, you can either create sub-timelines for them within your overall timeline or insert the pertinent dates/times and activities for those efforts into your general timeline. Whatever works best for you!

SAMPLE TIMELINE

January

- Start Planning! – 1) Set your Goals, 2) Create a Theme, 3) Recruit Your Team/s, 4) Create your List of Materials, 5) Create a Timeline.
- Put your timeline in your calendar
- Set planning meetings with your staff team, if you have one. Ex. One or more in January, two or three in February right before The Big Share
- Put the Big Share on your website and create your GiveGab Page.
- Let your board and staff know about The Big Share, your goals, and how you'd like them to help - and have them put the date in their calendars.

Optional/Suggested:

- Set a MATCH goal and contact people and/or businesses to ask them to support you with match money.
- Select a Power Hour that you'd like to focus on and put together a plan for winning. Put pertinent dates/activities in your timeline/calendar.
- Recruit "special teams", like a Peer-to-Peer team, create a plan for them, and put it in the timeline and in your calendar.

February

- Create your social media strategy
    - Topics and # of Social media posts BEFORE The Big Share (i.e. one month, one week, the day before, etc.)
    - Topics and # of Social media posts DURING and AFTER The Big Share – Plan for multiple posts prior to Power Hours and during the day (at least four – more if possible) to recognize supporters and partner groups and promote matches. Thank people during and after the Big Share.
- Create your email strategy – Follow the same strategy as above social media strategy.
- Contact PAST DONORS via email, mail, phone call up to one month ahead of time and, if poss., the week prior to give them a heads-up about the Big Share date, Power Hour you've chosen, match money available, and to thank them. Ask them to share the info with their contacts.

- If you have a Peer-to-Peer campaign, make sure your team knows how to use the software, and set a deadline for them to put together their stories – by the week before The Big Share.
- Create your emails and social media for the day by the week before the Big Share, so you're ready to go on the Big Day!
- Create reminder emails for your staff and board, letting them know how to get involved before and on the day of The Big Share and send them the week before and day before the event.
- Staff team (if you have one) meetings - Increase to two or three during February.
- If you're offering donor prizes for giving Power Hours, etc, determine what prizes for what $ levels of giving and how to promote them.

March – The Big Share

- Last-minute prep and all-hands on deck.
- Rally your staff and board teams, if you have them - Assign staff to monitor the leader board to see how you're doing and who's donated and have staff assigned to social media post about it. Update your emails to donors with the progress you've made to your goals and let them know how much match money is left. Send reminder emails and call your board and top Big Share donors with updates and reminders to donate and post.
- Thank people and feature partner organizations online throughout the day.
- Celebrate each milestone - Let your staff and board know when you reach goals or win prizes via email, text, or phone – and celebrate online with shout outs or even an online party.

Day After the Big Share

- Send a thank you email/social media to your supporters, letting them know of your success.
- Collect any donorsprizes and send them to prize winners that week
- Celebrate and give yourself a hand for a job well done!

Final Tips for Success!

- Planning, planning, and more planning. It's the cornerstone of all good fundraising.
- Teamwork/Your Community – Staff, board, donors, volunteers, partner groups, teams, and so many more who help you reach your goals.
- Recognition/Thank Yous - People deserve recognition and love to be thanked. Who doesn't? Make sure to thank everyone who helped you cross the finish line.
- Have Fun – The first three letters in "fundraising spell "fun". The more fun you have with The Big Share, the more successful you'll be!