



PARK COUNTY
COMMUNITY
FOUNDATION

Planning Your Next Fundraising Campaign: Checklist for Success

- ➔ Which of these does your organization already have in place?
- ➔ Is it feasible for you to get the remaining items ready prior to the start of Give a Hoot 2020?

| Tools for Success | Is this already available? | Options for obtaining this resource: |
|--|--|--|
| A designated theme or promotional strategy | Give a Hoot 2020 | |
| Campaign timeline | July 8 – August 6, 2020 | |
| A positive attitude about reaching out to donors while we are still dealing with the COVID-19 pandemic and related shutdowns | Circle back to details of Christel Chvilicek’s presentation on May 19: “Planning for Success: Busting Fundraising Myths During COVID-19” | Follow up with Christel if you have additional questions or concerns: chvilicekc@gmail.com |
| Visibility to potential NEW donors | <ul style="list-style-type: none"> ➔ Listing on the Give a Hoot donation brochure ➔ Give-a-Hoot.org organizational profile | <p>Be sure to sign & return the Guidelines document by May 29 so your organization is listed on the donation brochure</p> <p>Learn more about options available online at the 6/2 Tuesday Tune-Up: “Optimize Your Give a Hoot Profile”</p> |
| <p>Methods for contacting PREVIOUS donors and supporters, to build upon outreach strategies to be implemented by PCCF (more details to follow):</p> <ul style="list-style-type: none"> • Email • Print Mail • Social Media <div style="border: 1px solid black; padding: 5px; margin-top: 10px; display: inline-block;"> <p>These three methods of outreach are addressed in the following pages, but don’t forget that classic & timeless communication “strategy”: pick up the phone and call. This can be an extremely effective, highly personalized way to connect with donors.</p> </div> | | |
| People-power to implement these plans up to and during the Give a Hoot campaign | Existing organizational staff: _____ _____ | Engaged & reliable volunteers: _____ _____ |

| Tools for Success | Is this already available? | Options for obtaining this resource: |
|---|---|--|
| EMAIL TOOLS: | | |
| List of email addresses, ideally past donors and/or event attendees | | |
| Fundraising team or individual to personalize the message of <u>what</u> you are asking for and <u>why</u> you are asking at this time (using templates provided by PCCF) | See resources available at: https://www.give-a-hoot.org/toolkit re: "Email Templates" | Learn more at the 6/9 Tuesday Tune-Up: Impactful Communication Strategies |
| Someone to write the text of the email | | |
| Someone to send the email | | |
| Plan for sending a follow up email with a check-in message: "Still hope to hear from you!" | | |
| | | |
| PRINT MAIL TOOLS: | | |
| Mailing list of past donors and/or event attendees | | |
| Fundraising team or individual to develop the message of <u>what</u> you are asking for and <u>why</u> you are asking at this time | See what messages can be repurposed from info available at https://www.give-a-hoot.org/toolkit re: Email Templates and Website Updates | Learn more at the 6/9 Tuesday Tune-Up: Impactful Communication Strategies |
| Someone to write the text for the mailing | | |
| Someone with graphic design skills to create the document to be mailed (postcard, letter, etc) | | Canva.com is a free online graphic design tool with lots of templates already set up |
| Someone with "Mail Merge" experience to generate the labels or personal | | |
| \$\$ for the mailing | | |
| Enough time to get this designed, printed, & mailed so it can arrive to your donors during the early party of Give-A-Hoot | <ul style="list-style-type: none"> • How will you be printing the item to mail? • How long will it take to get it printed, and then affix the labels? | |
| Program photos & images to enhance your mailings | Give a Hoot logos are available for download at: https://www.give-a-hoot.org/toolkit  | Learn more at the 6/16 Tuesday Tune-Up: "Compelling Photos from Your Smart Phone" |

| Tools for Success | Is this already available? | Options for obtaining this resource: |
|--|--|--|
| TOOLS FOR ONLINE COMMUNICATION & SOCIAL MEDIA MESSAGING: | | |
| Someone to personalize website updates (using templates provided by PCCF) | Messages for website updates are available at: https://www.give-a-hoot.org/toolkit “Website Sample Language” | |
| Someone to personalize the messages and create the text for social media posts | See resources available at: https://www.give-a-hoot.org/toolkit “Social Media Tips & Tools” | Learn more at the 5/26 Tuesday Tune-Up: “Social Media Made Easy” |
| Someone with access to your website and social media accounts to create the actual posts | | |
| Give a Hoot logos to visually connect your messages with the community wide Give a Hoot campaign | Give a Hoot logos are available for download at: https://www.give-a-hoot.org/toolkit  | |
| Program photos to enhance your posts | | Learn more at the 6/16 Tuesday Tune-Up: “Compelling Photos from Your Smart Phone” |
| Video clips to enhance your posts | | Learn more at the 6/23 Tuesday Tune-Up: “Tips & Tools for Engaging Video” |