**RAMP UP COMMUNICATIONS**

6 WEEK COMMUNICATIONS PLAN

- Campaign team meeting weekly
- Finalize campaign ambassadors - online and offline
- Add your GivingTuesday Campaign logo/visual to your outreach channels
- Finalize strategy for challenge and/or matching funds
- Finalize all campaign marketing: stories, key visuals, videos
- Review and test your giving page (on mobile phones too) and plan any necessary updates
- Draft campaign announcements for social, press and supporters
- Ask staff to update email signatures with your Campaign visual to help spread the word

**NOVEMBER 3 RAMP UP COMMUNICATIONS**

- Weekly drip email goes out with campaign highlights and action steps for ambassador
- If planning direct mailer, finalize this week to hit before Thanksgiving
- Ask ambassadors to begin contributing content: Unselfies, stories of their experiences with your organization, etc. Share through channels.
- Begin planning your day-of “event.” - Think about who will do social outreach, man the phones, answer media questions, etc.
- Email past supporters to announce GivingTuesday participation and the focus of your campaign
- Talk to technology partners about help needed with giving page or website updating, if applicable

**NOVEMBER 10 EXPAND PROMOTIONS**

- Weekly drip email goes out with campaign highlights and action steps for ambassadors
- Update to administration about progress of campaign and continued need for their support
- Continue to promote your campaign through social channels
- Write op-ed for local newspaper highlighting the impact of your work
- Finish updates to your giving page and website
- Finalize your day-of plan for outreach, reporting and celebrating

**NOVEMBER 17 ACCELERATE COMMUNICATIONS**

- Weekly drip email goes out with campaign highlights and action steps for ambassadors
- Update to administration about progress of campaign and continued need for their support
- Accelerate promotion through your social channels: Update Facebook image, Twitter image and website with “2 weeks to go” message and image
- Email to supporters encouraging them to participate in your campaign
- Communicate your day-of plan to staff, volunteers
- Submit op-ed to newspaper. If it does not get picked up, use in social channels as blog.
- Accelerate sharing of ambassador contributed content and consider a celebration of top sharers - Send direct mailer reminding supporters to be a part of your GivingTuesday Campaign

**DECEMBER 1 GIVINGTUESDAY**

- Day-of emails out to all groups
- Heavy social outreach throughout the day focused on impact of giving, matching funds, goals for the day, your inspiring stories and GivingTuesday
- Facebook posts and Tweets as you reach milestones: 30%, 60%, 80%, 90%, 100% of goals
- Thank donors and volunteers through social channels
- Calls to Board and key supporters to remind them today’s the big day and to thank them