

Daily-To-Do Calendar

- ❑ **Day 1** → Find a core group of 5-10 people who are passionate about your cause. They should have qualities that embody someone who is unafraid, confident, passionate, committed and has a high level of responsibility, and well networked. You also want diversity in this group of people. They should have different channels and different networks. (these will be the people who reach out to others in the community asking to donate) Your board can help suggest people as well.

- ❑ **1 day later** → 1. Have a core group of 5-10 people sign up as fundraisers on your page or 2. Manually create these people as fundraisers on the back end and send them their personal fundraising page link

- ❑ **1 day later** → Receive email from Swell with a fill in the blank resource page -- fill it out

- ❑ **Beginning of week 1** → Send fundraisers email with completed resource page -
- remind them to send at least 20 emails

- ❑ **1 day later** → Change FaceBook header to online campaign header

- ❑ **1 day later** → Post on organization's social media with link to page

- ❑ **Middle of week 1** → Email fundraisers reminding them to post on social channels using resource page

- ❑ **End of week 1** → Thank donors on social media for giving

- ❑ **1 day later** → Email others who aren't in your core group of 5-10 people who haven't become fundraisers -- "Hey catch up to your friends and become a fundraiser" with link
- ❑ **Beginning of week 2** → Email fundraisers and have them email those who didn't give week 1 and tell them to email 10 more people
- ❑ **Middle of week 2** → Remind fundraisers to post on social channels about the fundraiser
- ❑ **End of week 2** → Thank donors on social media for giving
- ❑ **1 day later** → Email fundraisers congratulating who is number one on the leaderboard. Motivate them to compete to raise the most money.
- ❑ **Beginning of week 3** → Email fundraisers and have them email those who didn't give week 1 or 2 and tell them to email 10 new people
- ❑ **Middle of week 3** → Post on social channels -- halfway through campaign and explain how their gift is benefiting toward the cause
- ❑ **1 day later** → Remind fundraisers to post on social channels about the fundraiser
- ❑ **End of week 3** → Thank donors on social media for giving
- ❑ **Beginning of final week** → Email fundraisers and have them email those who didn't give week 1, 2, or 3 reminding them this is the last week to give -- tell them to email 5 new people

- ❑ **1 day later** → Email fundraisers and congratulate who is number one on the leaderboard
- ❑ **1 day later** → Post on organization's social channels that it is the last week to give -- tell them how close you are to reaching your goal and you need their help getting there
- ❑ **1 day later** → Email fundraisers and remind them it is the last week to try and be #1 on the leaderboard
- ❑ **Middle of final week** → Remind fundraisers to post on social channels this is the last week to give; help me reach my personal fundraising goal/ so close to reaching my goal
- ❑ **End of final week/last day** → Have fundraisers email everyone who didn't give yet and remind them it is the final day to give toward the cause and why it is so important to them
- ❑ **Last day** → Post on organization's social channels that it is the last day to give and tell them not to miss out
- ❑ **Week after campaign** → Thank donors on social media and everyone else for participating/working hard to reach fundraising goal