



Date	Actions
	Evaluate GivingTuesday in context of all end-of-year plans: Direct mail, holiday giving, phone banks, etc. Where does #OregoniansGive on #GivingTuesday fit? How much time is available?
	Determine Theme for Fall/End-of-year campaign. 2 Things you've done; 2 things you will do; 400 words or less. Set timing for printing, delivery
	Gather stories, examples, graphs, info graphics, etc. to match with theme and story. Schedule printing for direct mail drop 11/1
	Determine your call to action. Why doing this campaign? What does the donation do? What is the impact? What stories will you use to illustrate?
	Register for OregoniansGive on the website. Complete profile with pictures, stories, etc. from your previous planning.
	Determine evaluation metrics: number of dollars, number of new donors, age/geography/etc.
	Evaluate social media/website/e-communication. Connect with resources to access new options
	Create Your Social Media Calendar. Use a free app and schedule out posts weeks in advance
	Set goals for #OregoniansGive. Evaluate lead donors/matching gift sponsors. Begin outreach/engagement.
	Connect with other community nonprofits to build coalition of supporters for #OregoniansGive on #GivingTuesday. Coordinate public events, mayoral proclamation, news releases.
	Schedule weekly community meetings to plan #OregoniansGive event on November 29. Involve business, government and nonprofits. Use this to make new connections.
	Visit with current donors. Explain #OregoniansGive and opportunities to reach new donors. Enlist their help.
	Highlight your stories. Highlight your success and future plans.
	What is special about your organization in your community? Social media is great for this!
	What are the 5 tasks your board members can do to support #OregoniansGive and your year-end campaign?
	National Holiday and Events attract attention. What other "internal" events can be celebrated? Bring the donor into your nonprofit
	Job Description for volunteers for social media, e-communication and data entry.

	Evaluate staff/volunteer time and skills. Is this work internal/external? Budget for time and materials. Don't forget prospect research and good data hygiene!!
	Send out the Countdown Reminders to volunteers and donors. Have them join in following the countdown and building their campaign.
	Are you ready for #OregoniansGive on #GivingTuesday? Volunteers/board ready to use social media?
	Use weekly resources from OregoniansGive and website resources to check out new ideas. Unselfie? Memes? What can you try?
	Create thank you letter formatting and content. Separate from your tax receipt? After each donation or end of year? Electronic or Mail? You decide.
	Hand-written thank you's and tax receipts are ready to go.
	Thursday, Dec.1: THANK YOU THURSDAY!! Never forget to thank donors, volunteers, board and staff! Celebrate and get ready for year-end!
	Start evaluating #OregoniansGive data: did you meet your goals? What are your plans for engaging new donors?
	Remind people via email/social media that holiday gifts are welcome and needed.
	Biggest individual donations are given at year-end. Do you have staff on-hand?
	Now that you have an electronic strategy in place, how will you use it in 2017? Donors like updates, communication and information. Not every communication is an ask -- over 80% are information and thank you's.