

# 2-3 MONTHS

BEFORE ACTIVE EVENT

# 4-5 WEEKS

BEFORE ACTIVE EVENT

# 1-7 DAYS

BEFORE ACTIVE EVENT

# LIVE

DAY OF ACTIVE EVENT

# 1-3 DAYS

AFTER ACTIVE EVENT

# 1-2 WEEKS

AFTER ACTIVE EVENT

## SET UP

- Participant, team, and sponsor sign-up forms
- Peer-to-peer fundraising sign-up form
- Mobile number verification
- Text-to keywords and shortlinks for social sharing
- Participant and donor email confirmations
- Instructions for fundraisers (toolkit)

## PROMOTE

- Invitations via direct mail, text messaging, email and social media
- Videos, photos, and testimonials showcasing your campaign—participants will use to promote fundraising pages
- Featured teams and participants
- Sign-up and donation forms via team captains

## REMIND

- Participant sign-up deadline
- How many participants have signed up so far
- Top fundraisers and teams so far
- How much left to reach goal
- Date, time, and location via text and email (ongoing updates)
- Tips for training
- Out-of-towner donation options

## INSPIRE

- Encourage participants via text all day long
- Send fundraising goal results via text and email
- Send special instructions to team captains
- Instruct everyone to post photos and videos to social all day long with event #hashtag
- Show thermometer with all revenue totals and make asks to reach goal

## THANK

- Send thank you videos via text, email, and social
- Share goal totals and highlight key teams, donors and sponsors
- Share photos, videos, and highlight reels
- Post personal thank yous on social media for captains, donors, and fundraising participants

## ENGAGE

- Announce upcoming campaign dates and details
- Share the different ways participants and donors can get involved
- Internal recap to discuss improvements needed for next campaign