



Checklist for Success

Mark Your Calendars

- Mark your calendars from May 1-31 and start a project plan schedule.
- Select a staff member or volunteer as point person, who has strong leadership and organizational skills, and can commit to the entire campaign timeline and process.
- Establish success metrics that include more than winning a prize. For example, treat Give In May as a capacity building exercise; use it to highlight a program, or to cultivate new donors. Develop and build a communication plan around clear goals.
- If you are not currently using social media as a marketing tool, start now. Social media enables you to reach and engage with people across channels and starts the peer-to-peer word of mouth campaign.

Getting Started

- Register for the campaign by clicking on the “Register” button on the Give In May webpage. Past participants will still need to register.
- Once approval of your administrative access request is received, log-in to your account and click “Dashboard” in the dropdown menu on the upper right hand corner of the page.
- Click on the icon labeled “Profile” to begin setting up your page. You can also refer to additional training materials from the nonprofit toolkit.
- Remember to register for the webinar training that will walk you through making the most of your webpage and best practices for fundraising.

As Early As Possible

- Approach corporations, local businesses, board members and major donors who are strong supporters of your organization to provide a matching grant incentive.
- Personally ask top donors to commit to give during Give In May. Your donors might be used to giving at a particular time of year, so you’ll want them to make a note for the month of May on their calendar now and be ready to give. Explain why giving during May matters and how their donation can make an exponential impact.

1 Month Before Give In May

- Decide on fundraising goals (dollars, number of donors, and what that means for your organization) and communicate it.

- Promote the event in your newsletter, emails and on your website. Be clear that Give In May is for the whole month of May. Update your e-mail signature to include a “coming soon” announcement about Give In May.
- Encourage supporters to spread the news on social media using the #GiveInMay hashtag. Your social media presence will be a major traffic-driver, so start conversations now and provide information that your followers can share with their networks.
- If you have a blog, start telling engaging stories. Interview volunteers and beneficiaries of the work of your nonprofit. Post videos on your website and on social media platforms. Giving is an emotional activity and stories help people engage and see how they can play a part in making a difference.
- Use other materials provided in the toolkits:
 - Email Templates
 - Logos
 - Social Media Shareables and posts

1-2 Weeks Before Give In May

- Consider doing a countdown on Facebook and Twitter by posting a new image in your status update each morning and including the Give In May website link.
- Encourage your staff and volunteers to do one-on-one outreach to their friends and networks.
- Set up any matching grants you are able to secure and publicize it in your communications.
- Prepare communication pieces you plan to send during Give In May. Leave open spots for current stats (i.e. funds raised to date), but creating a template ahead of time will give you more time to think and be clear about your message.

1-2 Days Before Give In May

- Send out email reminders to supporters and ask them to spread the word throughout their circles of influence.
- Post 2-3 times a day on your social media channels. Don't just ask for money, but stir up excitement by pointing out what makes your organization so great and worth investing in during Give In May.
- Continue posting stories on your blog, social media and website. Help people understand the unique way your nonprofit is equipped to serve the community. Show them how you make a difference in their neighborhood and how their donation enables you to do even more.

During Give In May

- Send emails throughout the month to supporters. Include specific actions of what they can do, (ex: donate, like your nonprofit page on Facebook, tell 5 friends to donate, tweet a link to our nonprofit page, etc).
 - Update them on fundraising progress
 - Remind them of your overall goal
 - Provide a reason for them to give again, like the #GiveInMay Awards
- Utilize Facebook and Twitter to cheer on and thank donors with status updates.

- Remember to thank donors soon after they have given with a personal message. This can be done through the automated message via your campaign webpage or you can send an email directly.

After Give In May

- Announce your successes on Facebook/Twitter/website
 - Matching grants met
 - Awards won
 - Number of donors
 - Money raised
- If you haven't sent thank you emails to donors, make sure to send one 1-2 days at most after the event to tell them how their donation was put to good work and made a difference. Don't forget to provide updates about your nonprofit and make it easy for them to stay in touch.
- Send physical thank you notes to top donors.
- Add all donors to your database, invite them to cultivation events or have them sign up for your newsletter.
- Make sure to share final numbers in newsletter and other communications.