



Planning Guide

1. Select a staff member or volunteer as a point person – someone who has strong leadership and organizational skills and can commit to the entire campaign timeline and process.

Name of point person:

2. Determine the focus of your Give In May campaign. Do you have a specific theme, project, or milestone that you will fundraise for?

Focus or theme of campaign:

3. Decide on a goal for your Give In May fundraising campaign.

Goal Amount (funds): \$

Goal Amount (number of new donors):

4. What channels will you use to fundraise? (e.g. Facebook, Twitter, Instagram, YouTube, email, direct email, offline events, etc.)

Fundraising Channels:

5. The most successful organizations enlist fundraisers to help raise awareness and money for their cause. Examples include: board members, donors, volunteers, etc. List five potential fundraisers for your organization:

- 1)
- 2)
- 3)
- 4)
- 5)

6. Engaging your board (as fundraisers or otherwise) is an essential part of fundraising success. What are some ways you can engage your board (i.e. competitions, fundraisers)?

7. Providing matching grants from sponsors motivates other donors to give. To whom will you reach out to provide matching grants?

8. How will you thank donors post event?

9. How will you start to build relationships with new donors?

GIVE IN MAY QUICK LIST

- Mark your calendars for May 1-31
- Select a point person
- Register for the Give In May campaign
- Register for the webinar training
- Set a fundraising goal
- Create/Personalize your Mightycause page
- Identify potential fundraisers for your campaign and your donor audience
- Plan your communications strategy – platforms and timeline
- Plan your follow up to donors