



#GivingTuesday

Day of Giving Campaign Planning Workbook

Step 1: Define your goals

What are your measurable goals for this campaign?

FOR EXAMPLE: TO RAISE \$10K BY THE END OF THE YEAR

Once you've defined your goal for the campaign, work backwards to identify what it will take to hit that goal

	What are your goals?	How much are you trying to raise?	To reach that, how many donors will you need?
Example:	<i>Provide a clear statement here</i>	<i>Set a specific amount</i>	<i>Think: what is the average donation in your nation?</i>
Your Turn:			

Step 2: Plan your Ask(s)

How will you reach these goals?

SPECIFY EACH OF YOUR TARGET AUDIENCES, HOW YOU WILL IDENTIFY THEM, AND THE LADDER OF ENGAGEMENT / PATH YOU WILL LEAD THEM THROUGH

Who are your audiences?	What messages / asks will you deliver?	What mediums will you use to reach them	What steps will you walk them through?
<p><i>Example:</i> <u>Social Influencers</u> (Filter: High Klout/ # Of Followers)</p>	<p>- "thanks for being a social champ!" - Tweet/Share this?</p>	<p>- Blast to those w/ email addresses - 1-to-1 social media outreach to those w/o</p>	<ol style="list-style-type: none"> 1. Signup for social champs program 2. Recruit pledges pre-Dec. 2 3. Share on Dec. 2
<p>Audience #1: _____</p>			
<p>Audience #2: _____</p>			
<p>Audience #3: _____</p>			

