



## CHECKLIST FOR SUCCESS

Templates, tips, images, explanations and more can be found in the Nonprofit Toolkit link at [www.GiveToLincoln.com](http://www.GiveToLincoln.com). Use this toolkit as a guide to help you motivate your supporters to donate.

### GETTING STARTED

- Mark all calendars with **May 18, 2017** 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 Give To Lincoln Day timeline and process.
- Establish success metrics that fit your nonprofit. For example, treat the giving day 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.
- Register to attend a training session in late March/early April to learn how G2LD works and marketing ideas. A technical training focused solely on your Event page will also be offered and will walk you through creating, sharing, and utilizing your page. Register for training sessions at <http://www.lcf.org/g2ld-training>.

### REGISTER YOUR NONPROFIT TO PARTICIPATE AT [www.givetolincoln.com](http://www.givetolincoln.com) AND ADD CONTENT TO YOUR PAGE

- Because we are using a new platform provider, Firespring, all nonprofits will need to register to claim their page on the platform and add new content.
- Go to [www.givetolincoln.com](http://www.givetolincoln.com) to register your nonprofit. Registration requires you to create an account on the site so that you can manage your nonprofit's page.

### MARCH / APRIL

- Approach corporations, local businesses, board members, and major donors who are strong supporters of your organization to provide a matching grant incentive on Give To Lincoln Day just for your nonprofit.

## **APRIL**

- Personally ask top donors and board members to commit to giving on Give To Lincoln Day, or to providing a matching gift just for your organization. Strive for 100% board participation.
- Promote the event in your newsletter, in email blasts, social media and on your website. Be clear that Give To Lincoln Day on May 18 is THE day to make a gift to your organization.
- Start telling engaging stories on your nonprofit's social media. Interview a volunteer or person who has been impacted by the work of your nonprofit. Post the video on your nonprofit's social media channels.
- Consider hosting and planning an offline event at your nonprofit during Give To Lincoln Day.
- Use other tools and images in the Nonprofit Toolkit on [www.givetolincoln.com](http://www.givetolincoln.com) in all of your communications.

## **MAY**

### **3 WEEKS BEFORE GIVE TO LINCOLN DAY**

- Promote the Scheduled Donation option that begins May 1<sup>st</sup> so that your supporters can schedule their donation to be processed on May 18<sup>th</sup> and count toward the challenge match funds.
- Include Give To Lincoln Day information and a link to your nonprofit's platform page on your organizations website and social media.
- Encourage your staff, volunteers and board members to do outreach to their networks using social media or other methods to spread the word.

### **1-2 WEEKS BEFORE GIVE TO LINCOLN DAY**

- Email supporters to remind them about May 18<sup>th</sup>, why donating on this day is important, and how they can further influence the event. Emphasize the \$350,000 challenge match fund and what your organization can do with funds raised.
- Post to social media on a daily basis. Start a countdown to the event to build excitement.
- Finalize volunteer or staff duties for day-of events. Prepare all necessary outreach materials.

## **1-2 DAYS BEFORE GIVE TO LINCOLN DAY**

- Send out email reminders to supporters and ask them to spread the word throughout their networks.
- 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 community so great and worth investing in on Give To Lincoln Day. Ask supporters to share your message with their social networks.

## **THE DAY OF GIVE TO LINCOLN DAY – MAY 18<sup>TH</sup>**

- Send e-mails throughout the day to supporters. Include specific actions of what they can do, update them on your fundraising progress and your goals for Give To Lincoln Day.
- Ask your supporters to spread the word to their friends about your organization and Give To Lincoln Day.
- Utilize Facebook and Twitter to cheer on and thank donors with status updates.

## **AFTER GIVE TO LINCOLN DAY**

- Announce your successes on social media, your website or other communication channels.
- Send thank you e-mails to donors 1-2 days after the event to tell them how their donation will be put to good work and made a difference.
- Send physical thank you notes to top donors (or all donors if you choose).
- Add all donors to your database, and cultivate them for future gifts.
- Fill out a survey on [www.GiveToLincoln.com](http://www.GiveToLincoln.com) about your experience and success during the event.

## **SUPPORT**

*Lincoln Community Foundation*

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