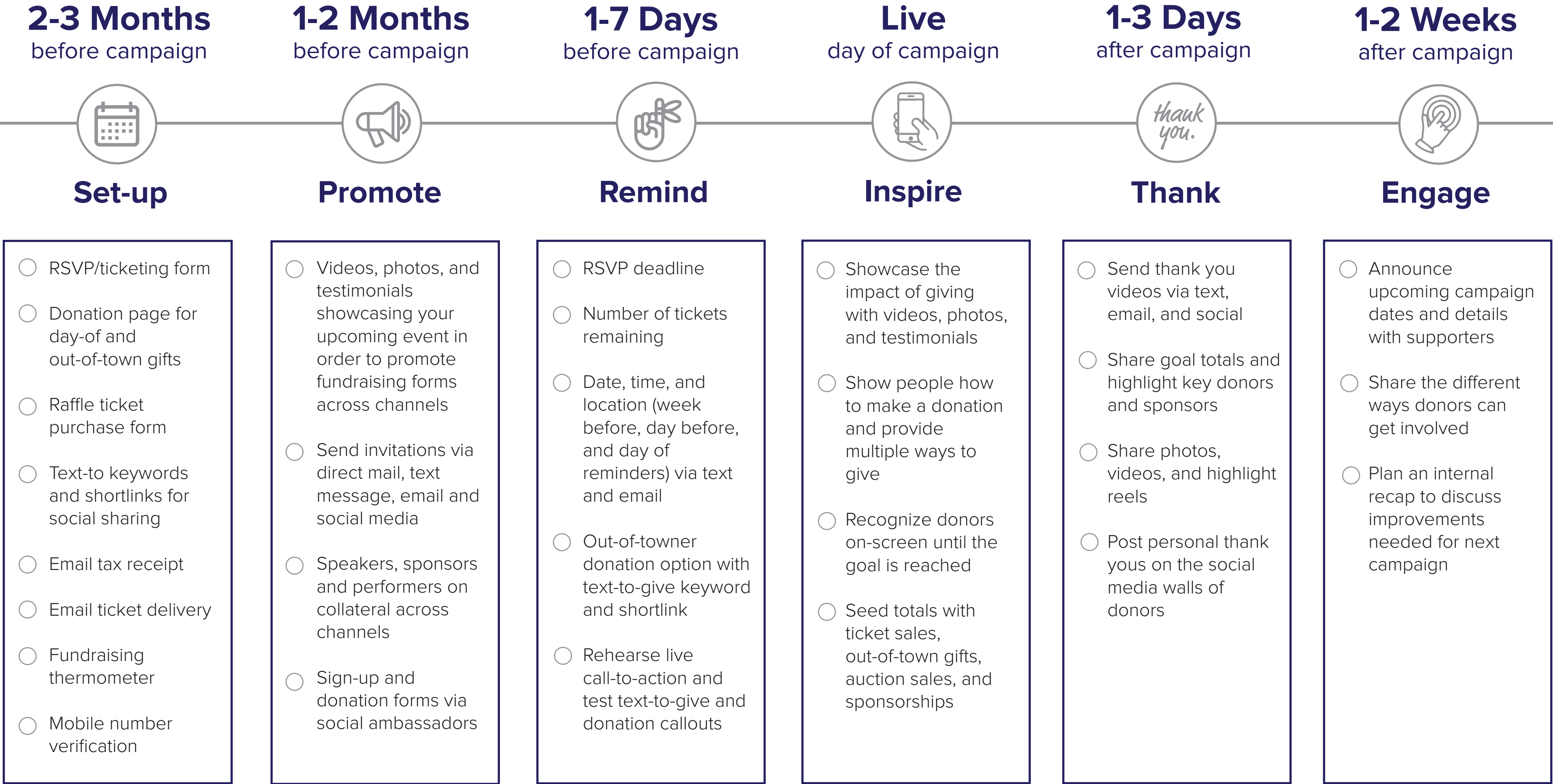


# DINNER, GALA AND LUNCHEONS

Recommended timeline

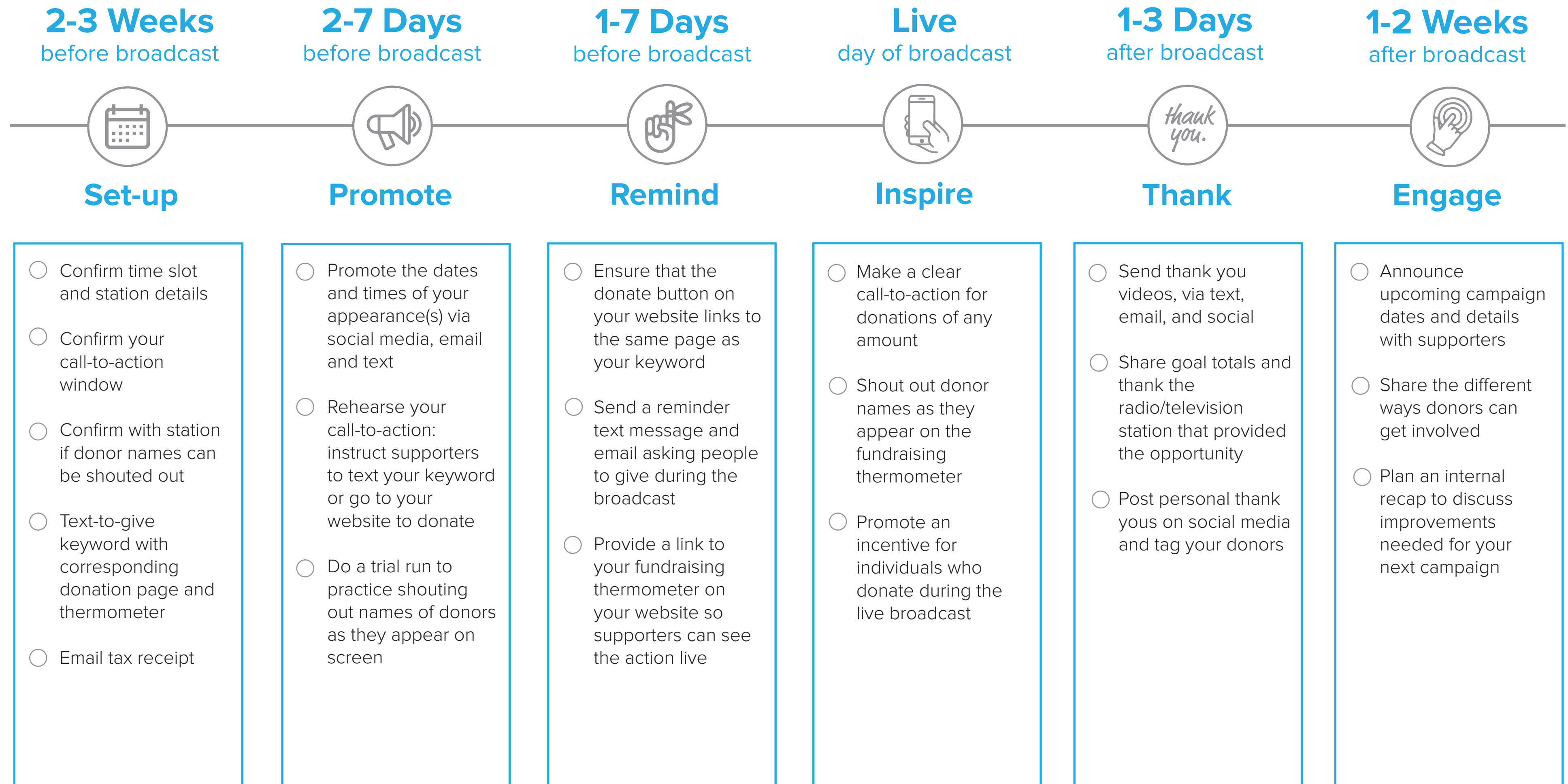


PRO TIP

“At the emotional peak of your event ask, display your live fundraising thermometer seeded with all revenue totals from before and during your event to compel your audience to make donations to reach your goal.”

# TV AND RADIO APPEARANCES

Recommended timeline

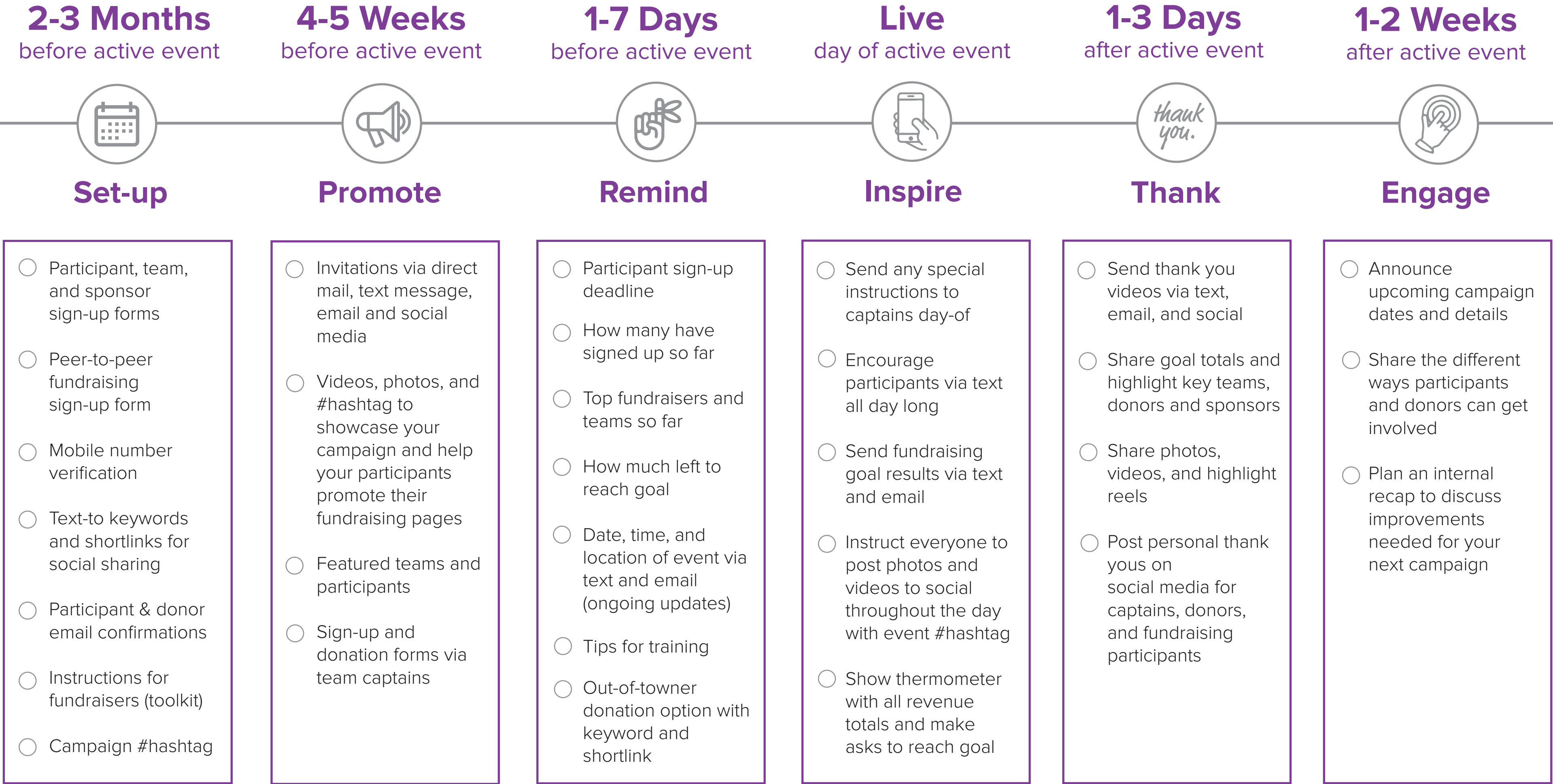


## PRO TIP

*“During the broadcast, link your website DONATE button and the link in your text-to-give keyword reply message to the same donation page. Be sure to shout out donor names as the donations roll in!”*

# RUNS, WALKS, SWIMS, AND RIDES

Recommended timeline



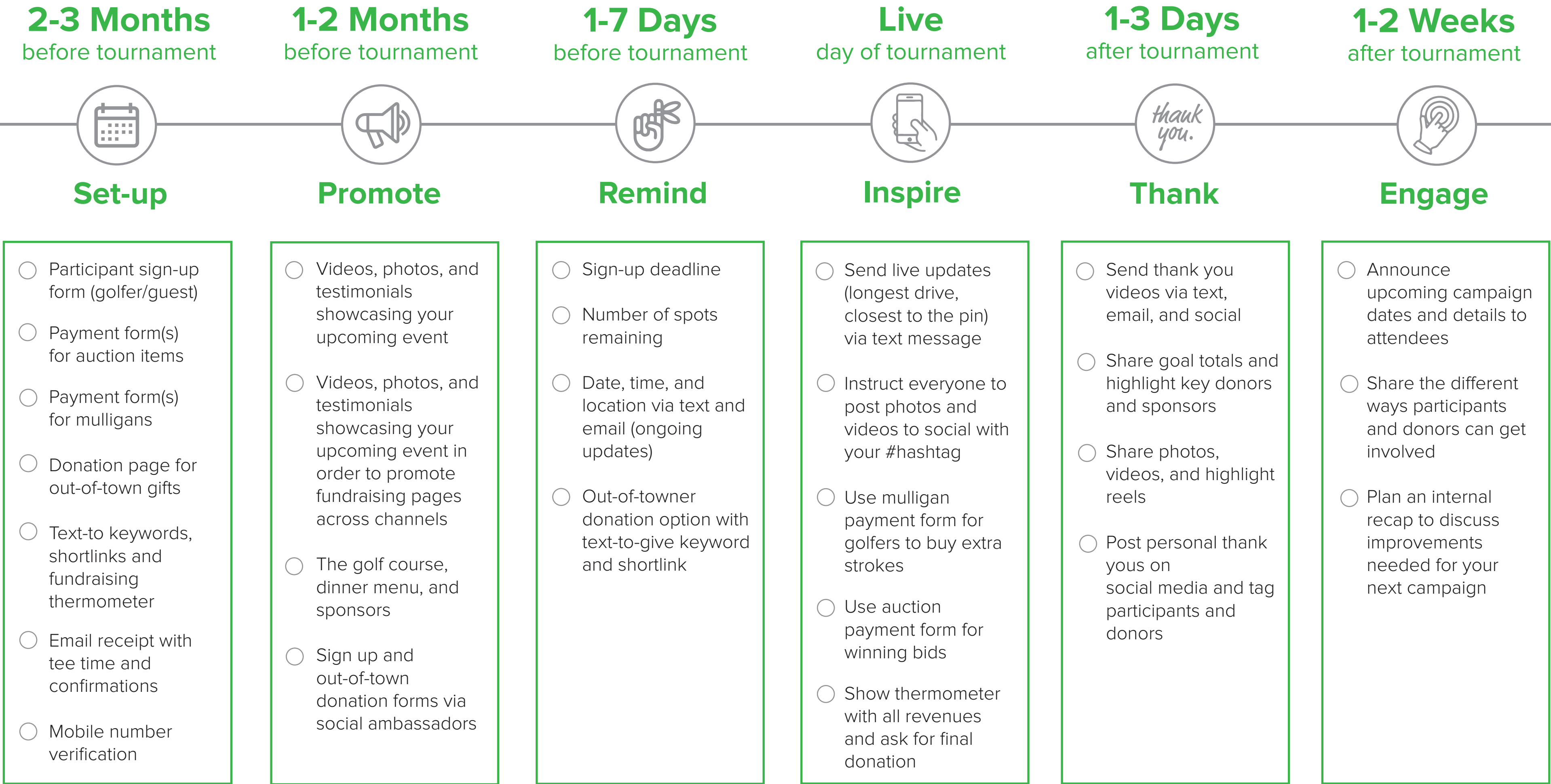
## PRO TIP

*“Integrate your event registration form and your crowdfunding sign-up page to ensure that every participant has their own peer-to-peer fundraising page. Create a toolkit to help fundraisers promote their pages.”*



# GOLF TOURNAMENT

Recommended timeline

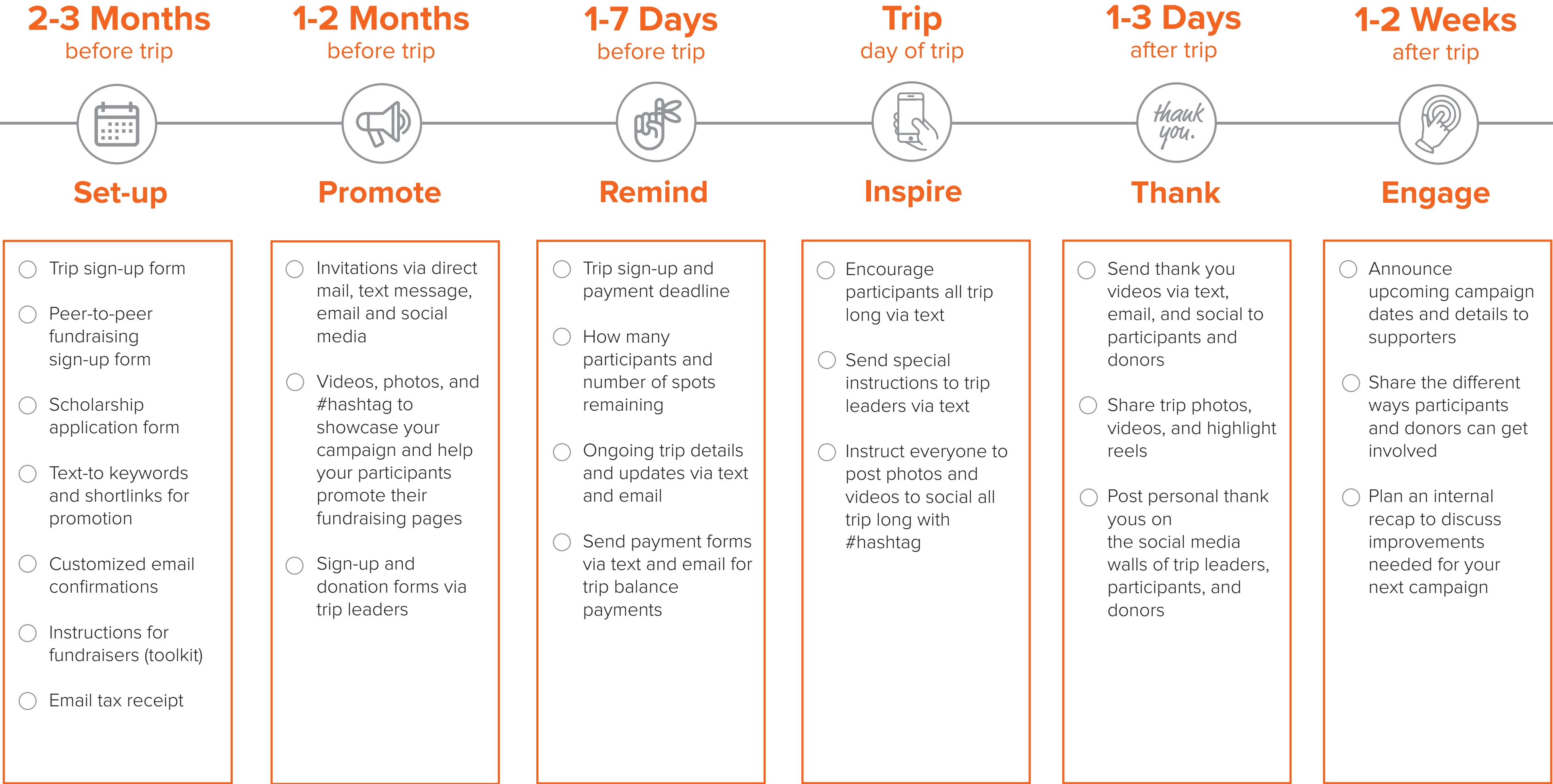


## PRO TIP

*“Make it easy for golfers and dinner guests to sign up and make donations leading up to and on the day of your tournament. Make a final ask at dinner to ensure you reach your goal.”*

# CAMP, TRIPS, AND RETREATS

Recommended timeline

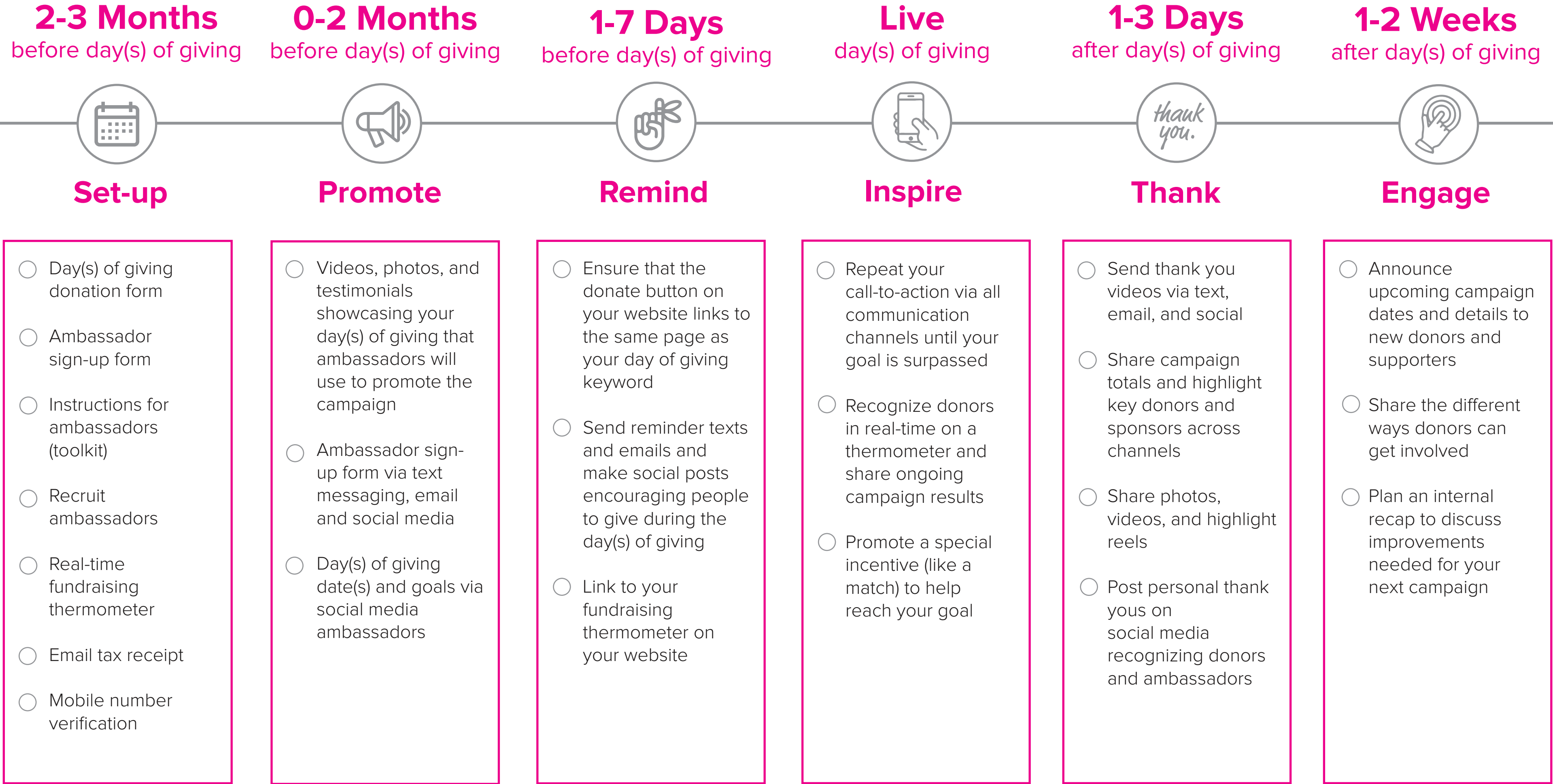


## PRO TIP

*“Digitizing your sign-up, payment, and fundraising forms makes it simple to track participants and collect payments. Plus it’s the easiest way to get all demographics of supporters involved!”*

# DAYS OF GIVING AND #GIVINGTUESDAY

Recommended timeline

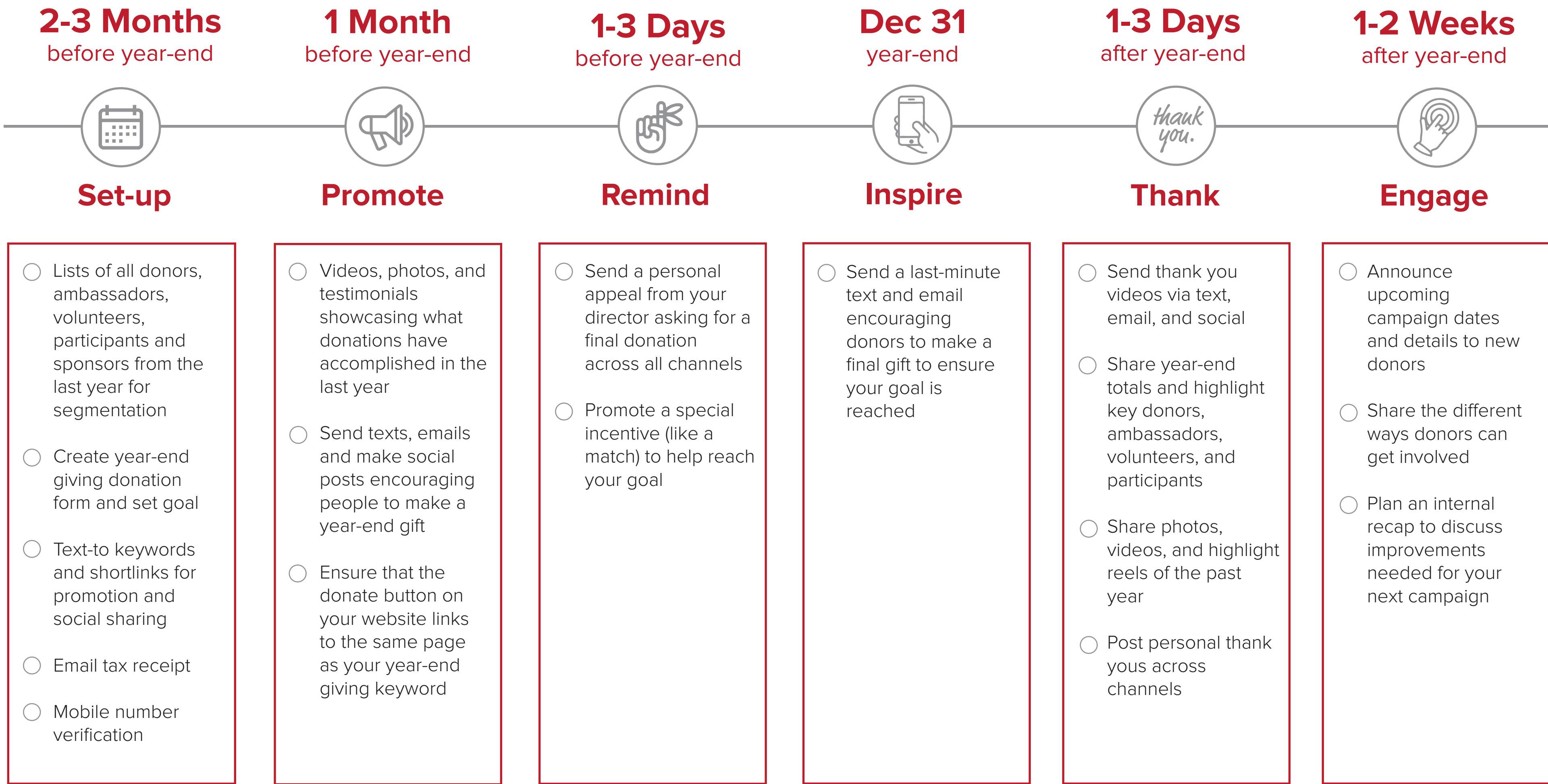


## PRO TIP

*“Encourage all donors, ambassadors, family, and friends to share the same donation link and post campaign updates across all channels all day long. This is the one day of the year you can’t ask too much!”*

# YEAR-END GIVING

Recommended timeline



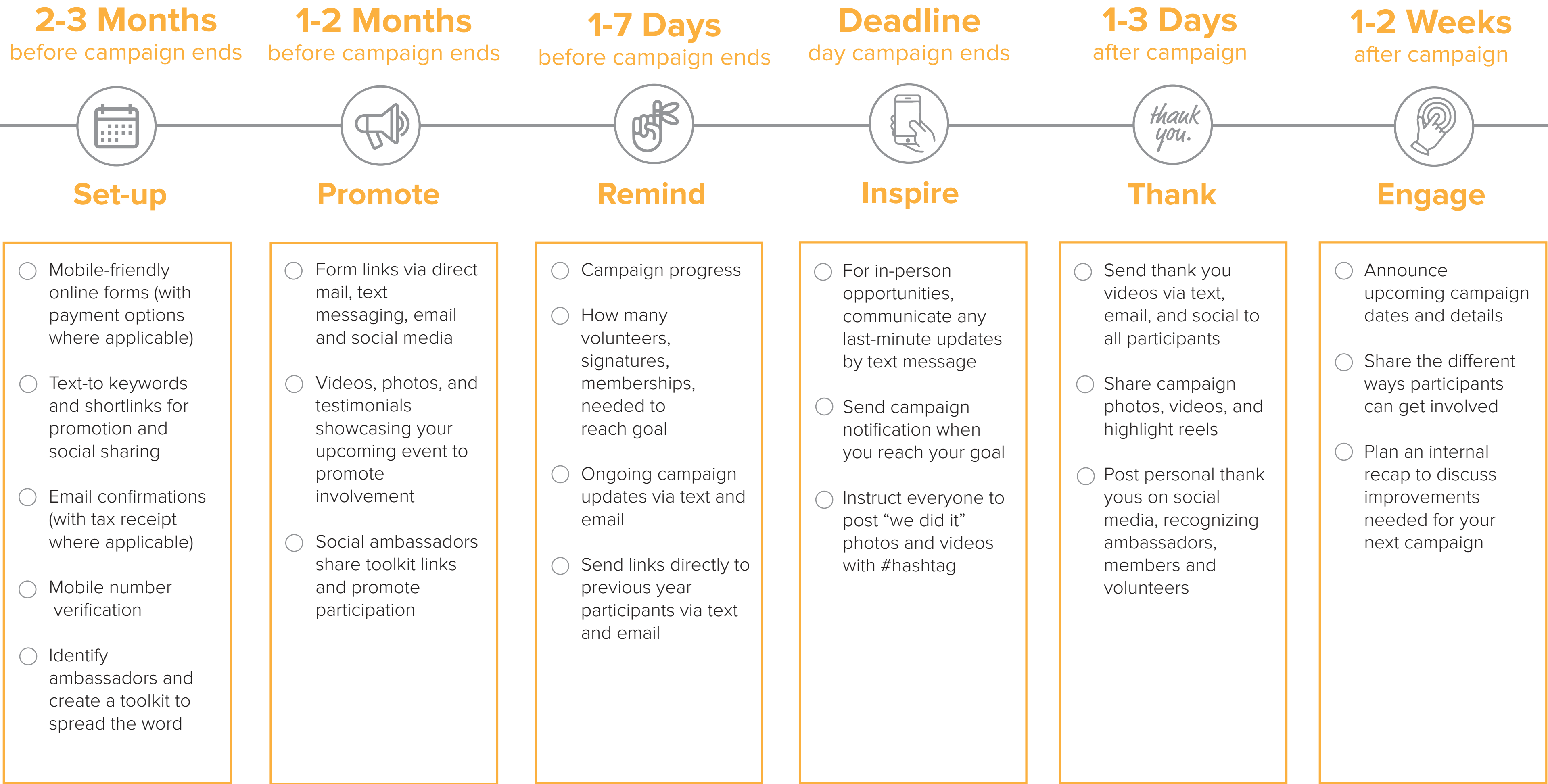
## PRO TIP

“Ask every donor in your database to make a final donation in the month of December. On the morning of the 31st send a text message letting them know how much you have left to reach your goal and ask them for a final push.”



# VOLUNTEER, PETITION, AND MEMBERSHIP DRIVE

Recommended timeline



PRO TIP

“Make it quick and easy for all ages of people to sign up, participate, and join from anywhere on any device with mobile-friendly online forms and text message updates.