Giving Day Toolkit:
Checklist

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☐ **January 24 - March 1:** Sign up to participate in Giving Day for your club, organization, department, or program by completing the signup form on the Giving Day website.

☐ **March 1:** Put together a plan for how you would like to communicate your participation in Giving Day with your followers and network.

☐ **March 1:** Update your club, organization, department, or program website to have information on the homepage or a specific page for Giving Day and share your story of why people should give and what the funds will be used for.

☐ **March 1:** Create a list of who you want to contact. See the Find Your People document to get ideas. Then, assign who will be contacting whom and create a timeline of when the outreach will happen (text, email, word of mouth, etc.).

☐ **March 1:** Set a fundraising goal to raise $__ amount and share why you are raising funds in your emails, social media posts, and through word of mouth.

☐ **March 1 - 20:** Announce participation in Giving Day on social media and share video.

☐ **March 1 - April 3:** Send Save the Date email (recommend to send 1-2 emails before April 3).

☐ **March 15:** Update your email signature to have the Giving Day email signature line for all staff and/or members.

☐ **March 15 - April 4:** Call contacts about Giving Day and let them know about your cause.

☐ **March 21:** Two weeks prior to Giving Day post on social media.

☐ **March 21 - 28:** Send a save the date text message to your contacts.

☐ **March 28:** One week prior to Giving Day post on social media.

☐ **April 3:** One day prior to Giving Day post on social media.

☐ **April 4:** Day of Giving Day post on social media.

☐ **April 4:** Send a day of text message to your contacts.

☐ **April 4:** Send kickoff email (morning).

☐ **April 4:** Send first reminder email (afternoon).

☐ **April 4:** Send second reminder email (late afternoon/early evening)

☐ **April 5 - 8:** Thank you post on social media

☐ **April 5 - 8:** Thank you email

Utilize the Giving Day toolkit website and Giving Day toolkit Google Drive for sample text, graphics and so much more!

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Tips

- Make it fun! Feel free to customize your images and create your own that represent your school, department, academic program, or cause.
- Spread the word about Sonoma State's Giving Day on all of your work and personal channels, and encourage others to do so as well. This is a great way to build excitement with your followers leading up to Giving Day on April 4th.
- The best way to make your Giving Day participation a success is to share this information with everyone you know.
- Join the conversation and use #AllForSonomaState when posting about Giving Day.
- Do frequent posts leading up to Giving Day on April 4th. Now's the time to build the momentum!
- Encourage each individual to make a personal donation (all donations, no matter the size add up).
- Motivate and encourage your family, friends, and colleagues to support your cause.
- Encourage everyone you know to share your social media posts to support your cause.
- Donors can double their impact! Learn more about the challenges happening on the [Giving Day website](#).