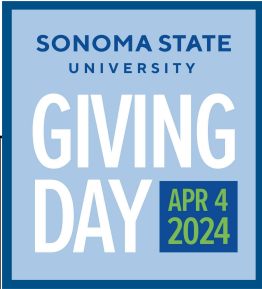




Giving Day Toolkit: Content Calendar

March

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
				1	2	3
				Deadline to sign up to participate		
4	5	6	7	8	9	10
Announce participation on social media posts this week			Send email 1: save the date			
11	12	13	14	15	16	17
Announce video on social media posts this week		Send email 2: save the date		Update email signature line Starts calls for contacts		



Giving Day Toolkit: Content Calendar

18	19	20	21	22	23	24
			Two weeks prior to social media posts Send save the date text message			
25	26	27	28	29	30	31
			One week prior to social media posts			



Giving Day Toolkit: Content Calendar

April

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1	2	3	4	5	6	7
		One Day prior to social media posts	Day of Giving social media posts Send day of text message Send 3 emails: kickoff, first reminder, and second reminder			
8	9	10	11	12	13	15
Thank you posts on social media Send a thank you email						



Giving Day Toolkit: Content Calendar