



Nonprofit Communication Plan for The Big Give

#BigGive25
Believe in tomorrow, GIVE today!

NOW

- Send emails/notes to donors to let them know details about The Big Give!
- Place the Big Give logo (Nonprofit Toolkit/Graphics & Downloads) on your website and Facebook page and link to your unique Big Give page.
 - Main Big Give website- thebiggivescc.com
- Be sure to include information about The Big Give in **all** communications going to donors, volunteers and staff
- Consider what donors could give you matching funds to leverage giving during the event

MARCH 31 (6 WEEKS OUT)

- Start communicating through social media channels - Goal of 2-3 updates on social media channel(s) weekly
- Add The Big Give to your email signature
- Consider a special e-blast "Save the date" to volunteers, donors, staff and stakeholders
- Contact local media partners to see if they will share your story about participation in The Big Give
- Share your organization's Big Give page link

APRIL 28 – MAY 2 (2 WEEKS OUT)

- Goal of one update on social media channel daily – even if it's just sharing other organization posts
- Send out creative ads (videos, Snapchat, Instagram) to create excitement about the event
- Post stories of your impact on social media and encourage people to support you on the day of the event (be sure to include specifics on where and when to participate)

- If there are specific prizes you would like to achieve, develop a strategy and communicate it to donors, volunteers and staff
- Consider sending a calendar invite for the Giving Day to all your donors as a reminder to support you that day
- Encourage donors, volunteers and staff to promote your organization through their social media pages

MAY 5 (1 WEEK OUT)

• Tuesday

- Website: Feature Big Give messaging and logos on your homepage and include calls to action that prompt potential supporters to learn more or donate. Anyone who visits your site should know you are participating in the giving day.
- Email: Send an email to your community to announce that you will be fundraising next week and need their support. Tell them about your campaign goals and the impact you plan to make.
- Social media: Change your profile and/or header images to promote the Big Give. New and existing followers will be clued in to your campaign. Be sure to add a link to your campaign page in your About section. Post on each platform you use to reach your entire audience.

• Wednesday & Thursday

- Social media: Post fresh content on your platforms. Visuals and infographics are eye-catching and great for engagement.

• Friday

- Email: Send a quick reminder email to your supporters telling them the Big Give is coming up.
- Social media: Consider counting down the days to #BigGive25 Create a new graphic each day or offer a new reason to give. Use hashtags to reach more people.

• Saturday

- Message: The Big Give is getting close! Get excited!
- Social media: Continue to count down the days or post new Big Give content. Heartwarming images from the field help foster an emotional connection with your audience.

• Sunday

- Message: The Big Give is your chance to make a difference. Help us reach our goal for this important cause.
- Social media: Continue to count down the days or post new Big Give content. Try introducing or profiling a specific program to show supporters where their donations go and the impact they make.

MAY 13

- Message: The Big Give is tomorrow. Don't forget to give!
- Email: Send a new email reminding supporters to give tomorrow and share the campaign with friends and family.
- Social media: Continue to count down the days or post new Big Give content.

MAY 14 (EVENT DAY)

- Use social media channels to keep supporters updated throughout the event- Go LIVE from the event site. Snapchat your fun, post on Instagram and X.
- Create exciting posts about your progress and encourage people to give
- Send targeted emails to those who have committed to give but haven't yet given (don't continue to blast all donors with email communications)
 - Email: Since the Big Give is only one day, concentrate your email series. Start in the early morning encouraging people to give. Give an update on progress in the afternoon. Follow up with an "it's not too late to give" in the evening and end with a "last call" styled email. Remember to remove the emails of those that have already given during the day so that they're not getting needless reminders.
- Social media: Nonprofit organizations should be updating and monitoring their social media platforms all day during the Big Give. Along with sharing appeals, though, you should also share and respond to posts by supporters.
- Consider thanking donors through social media outlets to drive excitement and encourage others to give

MAY 15 (DAY AFTER EVENT)

- **Send thank you letters to donors**
- Call major donors to thank them for their participation
- Post final results on social media page