



Give-Education Planning Guide

This planning guide is a tool to help nonprofits set goals and develop fundraising strategies for Give-Education.

1. Select a staff member or volunteer as a point person – someone who has strong leadership and organizational skills and can commit to the entire campaign timeline and process.

Name of point person:

2. Determine the focus of your Give-Education campaign. Do you have a specific theme, project, or milestone that you will fundraise for?

Focus or theme of campaign:

3. Decide on a goal for your Give-Education fundraising campaign.

Goal Amount: \$ _____

4. What channels will you use to fundraise? (e.g. Facebook, Twitter, Instagram, YouTube, email, direct email, offline events, etc.). Give-Education has provided some sample social media posts below.

Fundraising Channels:

5. Holding offline events at a local business can help drive fundraising success during Give-Education.

Where will you hold your offline event?

6. The most successful organizations enlist fundraisers to help raise awareness and money for their cause. Examples include board members, donors, volunteers, etc.

Please list 5 potential fundraisers for your organization:

- 1.
- 2.
- 3.
- 4.
- 5.

7. Engaging your board (as fundraisers or otherwise) is an essential part of fundraising success.

What are some ways you can engage your board (i.e. competitions, fundraisers)?

8. Providing matching grants from sponsors motivates other donors to give.

Who will you reach out to, to provide matching grants?

9. How will you thank donors, post event?

10. How will you start to build relationships with new donors?