

Sports Based Fundraisers Timeline:

## 2-3 Months

Before Active Event



### SET UP

- Participant, team, and sponsor sign-up forms
- Peer-to-peer fundraising sign-up form
- Mobile number verification
- Text-to-keywords and shortlinks for social sharing
- Participant and donor email confirmations
- Instructions for fundraisers (toolkit)
- Decide on campaign #hashtag

## 4-5 Weeks

Before Active Event



### PROMOTE

- Invitations via direct mail, text message, email and social media
- Videos, photos, and #hashtag to showcase your campaign and help your participants promote their fundraising pages
- Featured teams and participants
- Sign-up and donation forms via team captains

## 1-7 Days

Before Active Event



### REMIND

- Participant sign-up deadline
- How many participants have signed up so far
- Top fundraisers and teams so far
- How much left to reach goal
- Date, time, and location of event via text and email (ongoing updates)
- Tips for training
- Out-of-towner donation option with keyword and shortlink

## Live

Day Of Active Event



### INSPIRE

- Send any special instructions to captains day-of
- Encourage participants via text all day long
- Send fundraising goal results via text and email
- Instruct everyone to post photos and videos to social throughout the day with event #hashtag
- Show thermometer with all revenue totals and make asks to reach goal

## 1-3 Days

After Active Event



### THANK

- Send thank you videos via text, email, and social
- Share goal totals and highlight key teams, donors and sponsors
- Share photos, videos, and highlight reels
- Post personal thank yous on social media for captains, donors, and fundraising participants

## 1-2 Weeks

After Active Event



### ENGAGE

- Announce upcoming campaign dates and details
- Share the different ways participants and donors can get involved
- Plan an internal recap to discuss improvements needed for your next campaign

— Campaign Notes —

Awards Ceremony, Dinner, Gala or Luncheon, Concert, Fashion Show Fundraisers Plan:



Camps, Trips (Casino or Shopping) and Retreats Fundraisers Timeline:

**2-3 MONTHS**

BEFORE TRIP

**1-2 MONTHS**

BEFORE TRIP

**1-7 DAYS**

BEFORE TRIP

**TRIP**

DURING TRIP

**1-3 DAYS**

AFTER TRIP

**1-2 WEEKS**

AFTER TRIP

## SETUP

- Trip sign up form
- Trip payment form
- Peer-to-peer fundraising sign up form
- Scholarship application form
- Text-to keywords and shortlinks for promotion
- Email confirmations
- Instructions for fundraisers (toolkit)

## PROMOTE

- Invitations via direct mail, text messaging, email and social media
- Videos, photos, and testimonials showcasing your upcoming trip—participants can also use to promote their fundraising pages
- Sign up and donation forms via trip leaders

## REMIND

- Trip sign-up and payment deadline
- How many participants and number of spots remaining
- Ongoing trip details and updates via text and email
- Send payment forms via text and email for trip balance payments

## INSPIRE

- Encourage participants all trip long via text
- Send special instructions to trip leaders via text
- Instruct everyone to post photos and videos to social all trip long with #hashtag

## THANK

- Send thank you videos via text, email, and social to participants and donors
- Share trip photos, videos, and highlight reels
- Post personal thank you's on The social media walls of trip leaders, participants, and donors

## ENGAGE

- Announce upcoming campaign dates and details to supporters
- Share the different ways participants and donors can get involved
- Internal recap to discuss improvements needed for next campaign

Game Night Fundraisers (Gaming, Board Game or Bingo)...or take over Dave & Busters?: