

# Part I: Creating Your Story or Hook

Describe what your non-profit does in 1-2 sentences:

**What is your impact on the community** (use numbers, ie we serve over 700 meals each year to families in need):

**What makes you different from any other non-profit in the area** (how do you fulfill a need that nobody else does):

**Your fundraising goal for 2019 Gives Day** (specific dollar amount, funding need or participation goal):

**Identify your product's product's product** (relate to specific funding need or non-profit as a whole if you are doing a general monetary goal):

- A. **Product:**
- B. **Product's Product:**
- C. **Product's Product's Product:**

Story/Hook Ideas for Gives Day:

# Part II: Communications Plan

**What methods of contact for past donors do you have** (do you have emails/phone numbers and how many; do they follow you on Facebook; etc):

**List your top 10-15 donors** (also make a note of people who are extremely engaged with your cause and would share/promote your message):

**What demographic group is most likely to give to your non-profit** (age, interests, gender, etc; look at past donors to help you identify this):

Brainstorming Your Communications Plan			
WHEN (dates)	WHO (audience)	HOW (channel)	WHAT (message)

# Part III: Implementation Plan

**Goal:**

**Deadline:**

**Project Description:**

**How will we MEASURE success** (donations, post shares, response emails):

**Channel** (email, Facebook, etc):

**Budget:**

**To-do** (phase, deadline, description, who's responsible):

[ex. – Planning, Feb 5<sup>th</sup>, Find/create images to use in Facebook ads, Robert]

**Tools Needed** (access to Facebook account, spreadsheet to track posts/engagement):

**AFTER: What should we....?**

Sustain:

Improve: