



TOP TEN TIPS Success Checklist

The following checklist will guide you through planning your successful Amazing Raise campaign. It will take 15-30 hours of staff time for your organization to be well prepared and following this plan will help you effectively use that time and make it well worth the investment. Templates, tips, images, explanations and more can be found in the Nonprofit Toolkit at www.amazingraisetricounty.org and www.tcnetwork.org.

1. Mark Your Calendar: Mark all calendars with October 17, 2017 and start a project plan schedule.
2. Select a staff member or volunteer as point person, who has strong leadership and organizational skills, and can commit to the entire campaign timeline and process.
3. Establish success metrics that include more than winning a prize. For example, treat the Amazing Raise as a capacity building exercise; use it to highlight a program, or to cultivate new donors. Develop and build a communication plan around clear goals.
4. If you are not currently using social media as a marketing tool, start now. Social media enables you to reach and engage with people across channels and starts the peer-to-peer word of mouth campaign. In addition, Facebook is one of the top traffic sources online to the Amazing Raise.
5. As Early As Possible Approach corporations, local businesses, board members and major donors who are strong supporters of your organization to provide a matching grant incentive.
6. Personally ask top donors to commit to giving on October 17, 2017. Your donors might be used to giving at a particular time of year, so you'll want them to put the day on their calendar now and be ready to give. Explain why giving on October 17, 2017 matters and how their donation specifically on that date can make an exponential impact.
7. One month before the Amazing Raise, decide on fundraising goals (dollars, number of donors, and what that means for your organization) and communicate it.
8. Promote the event in your newsletter, emails, and on your website. Be clear that October 17, 2017 is THE day to give in our region. Update your e-mail signature to include a "coming soon" announcement with the date of the Amazing Raise (October 17, 2017).
9. Encourage supporters to 'Like' the Amazing Raise on Facebook and follow on Twitter. Your social media presence will be a major traffic-driver, so start conversations now and provide information that your followers can spread across their networks.
10. Start telling engaging stories on your nonprofit's blog. Interview volunteers and beneficiaries of the work of your nonprofit and include the Amazing Raise logo on your stories.