



## Give to the Max Day: Checklist Guide for Nonprofits

### 2 Weeks Out:

- Make sure you're [registered for G2MD](#) and that your [profile is updated](#)
- Determine specific requests for donors: donation amounts and/or spread the word
- Offer a compelling story. Interview your volunteers or the people your organization has helped, and [post those stories](#) (written, video, audio) on your nonprofit's Give to the Max Day page, website, or blog, and promote them through email, Facebook, Twitter, staff, etc.
- Decide which award your nonprofit is trying to achieve (e.g. do you want to go for the Golden Ticket or the Most Donors category?)
- Activate ambassadors (online and offline) to either fundraise for you or rally their networks on Give to the Max Day
- Encourage your staff to create fundraisers for your nonprofit
- [Reach out to online influencers](#) you already have relationships with and let them know about your participation in G2MD. Ask them to help you garner support on Nov. 9 by writing or Tweeting about it
- Post the link to your Give to the Max Day page everywhere! It can be on your Facebook page, Twitter, email signature, website, blog, LinkedIn . . . be creative!
- Create a calendar event for Nov. 9 and send it to all of your donors as a reminder of what you need them to do to support you that day
- Issue a direct mail ask (if budget permits)
- Post [G2MD flyers](#) with your nonprofit's name in local businesses
- Plan a public event or stunt to help generate awareness of your campaign
- Reach out to local media with your story and participation in G2MD

### 1 Week Out:

- Continue promoting it through your nonprofit's social media pages, and encourage staff/volunteers to do the same
- [Email your donor base](#) to alert them that you will be participating in Give to the Max Day. Tell them [a specific story](#), and explain the [context of the contest](#) so they understand that you need them to donate on Nov. 9 to help you win cash prizes

- Encourage your staff to do [one on one outreach](#) to their friends, families, and donors they're closest to. You could offer a prize to the staff member that garners the most donations or donors
- Continue posting stories on your website/blog and promoting it through your social media channels

#### Two Days Before (November 7<sup>th</sup>):

- Send a second email to your supporters reminding them that November 9<sup>th</sup> is two days away. Include specific actions and links on to where they can help
- Remind ambassadors and influencers that Give to the Max Day is in two days, and coordinate planned actions
- Start posting 3-4 updates on your social media channels daily. Make sure that these include conversations with other people or links to third party stories
- Continue calling those you haven't been able to reach
- Continue posting stories, pictures, and videos on your website and promoting through your social media channels

#### On Give to the Max Day (November 9<sup>th</sup>):

- Send an activation [email with bulleted actions](#) to your supporters (you can schedule this ahead of time and send in the early morning hours)
- Activate ambassadors and influencers
- Have staff call supporters throughout the day to remind them to donate
- Post frequent updates on your social media sites, possibly hourly updates of your progress and create a sense of urgency for people to help you
- Thank donors online by giving them personal Facebook and Twitter shout outs
- Be sure to "turn the fly wheel" and update your supporters in the afternoon (and possibly again during the evening)
- Don't forget to participate in evening drives. Many individuals are online at night, and Give to the Max Day has significant actions planned for the evening to keep momentum going

#### Day After (November 10<sup>th</sup>):

- [Thank your donors!](#)