



## Give to the Max Day 2013 Nonprofit Preparation Checklist

### Get your GiveMN page in shape

- To get started, find your page on GiveMN.org using the search box and claim administrative access to your page to begin adding text, photos, video, and giving levels
- Refresh your GiveMN page with updated text, photos, and video
- Hide old project pages, especially those from previous Give to the Max Days

### Develop a plan for Give to the Max Day

- Match.** Secure a matching gift from a donor and post it on your GiveMN page (optional)
- Promote.** Reach out to your biggest advocates and ask them to promote giving on your page
- Web page.** Make sure all Give to the Max Day messages are front and center on your website. Consider adding a “Donate Now” button or embedding a donation widget.
- Email.** Plan your email strategy. Is it an email every two weeks, then every week, one the day before and one the day of? *Keep your cause fresh in their minds.*
  - Consider a theme for all the emails with a different subject line and a new story with each email. Donors tune in at different times.
  - Segment donors and tailor messages to reach them.
  - Personalize your communications. People give to people. Create a template message and give it to your board members. Have them personalize it and email to their connections. *A personal message elicits more gifts than a mass email. Consider creating a simple video thank you message as well.*
- Mobile.** Donors may be accessing email and social media on their Smartphones. Include the link to your mobile-optimized GiveMN page and include the phrase “Give securely on your phone or mobile device.” When donors find your page on a mobile device, they’ll automatically see a version that looks and works great on small screens!
- Social media.** Keep a dialogue going from now until Give to the Max Day.
  - Twitter: Daily or every few days, using hashtag #GTMD13
  - Facebook: Daily or every few days
  - Update your blog weekly
- Newsletter or traditional mail.** Encourage offline donors to take their giving online.
  - Highlight the simplicity of setting up monthly recurring gifts online.
- Thank donors.** Create a thank you video and email text for your GiveMN Page. Email receipts are sent automatically when a donation has been processed through your page, but you should also plan to send another email, letter or other appropriate thank you message that comes directly from your organization.