



### **Spring2ACTion Checklist for Success**

The following checklist will guide you through planning a successful Spring2ACTion campaign. Templates, tips, images and more information can be found in the Nonprofit Toolkit.

#### **Getting Started**

- Mark your calendar for **Wednesday, April 5, 2017!**
- Select a staff member or volunteer as point person – someone who has strong leadership and organizational skills, and can commit to the entire campaign timeline and process.
- Establish success metrics that include more than winning a prize. For example, treat Spring2ACTion as a capacity building exercise, use it to highlight a program, or cultivate new donors. Develop and build a communication plan around clear goals, and make a plan for how you will thank and steward donors post-event.
- Like Spring2ACTion on Facebook ([www.facebook.com/spring2action](http://www.facebook.com/spring2action)) and follow us on Twitter at @Spring2ACT

#### **January 2017 - 3 months before Spring2ACTion**

- Approach local businesses, board members and/or current donors who are strong supporters of your organization to provide matching grant incentives.
- Personally ask top donors to commit to giving on Spring2ACTion, April 5, 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 April 5 matters and how their donation specifically on that date can make an exponential impact.
- Start identifying individuals who may be interested in being a free agent fundraiser for your organization. Again, you might want to start with those who are close supporters of your organization. Some organizations have even set up free agent fundraiser teams among their staff members to compete for prizes, like special days off or a free lunch.
- Plan a communication strategy for emails, Facebook, Twitter, direct mail and other communication channels. Use the resources from the Nonprofit Toolkit. Make sure the

information you share is clear, personal and short and includes visuals – be creative and have fun!

### **February 2017 – 2 Months before Spring2ACTION**

- **Register your organization to participate in Spring2ACTION.** Your organization must be registered by February 17 in order to be included on the print materials.
- Attend the Spring2ACTION 101 Training –Tuesday, February 7.
- Attend Ask the Experts Training – Tuesday, February 21
- Decide on a fundraising goal for Spring2ACTION and communicate it!
- Identify a board member, volunteer, and/or supporter (or two) to be your individual free agent fundraiser(s). If you have two people or more, make it a competition!
- Encourage supporters to “like” Spring2ACTION on Facebook ([www.facebook.com/Spring2ACTION](http://www.facebook.com/Spring2ACTION)) and follow us on Twitter at @Spring2ACT.
- Start telling engaging stories on your website, social media, blog, etc. Interview a volunteer, donor, staff, or individual who has been impacted by the work of your nonprofit. Post the video on your Razoo page, website, social media, and/or blog.
- Consider hosting and begin planning an offline event during Spring2ACTION. This can be a simple open-house at your office or meet up at a local coffee shop or restaurant. Once you have chosen a time and location for you event, let us know by filling out this online form. We’ll make sure to add your event to our master calendar for the day.
- Use other tools in the Nonprofit Toolkit:
  - Sample email templates
  - Sample Facebook and Twitter Posts
  - Spring2ACTION logo
  - Social media tips

### **March 2017 – 1 Month before Spring2ACTION**

- Attend the Spring2ACTION Training – Tuesday, March 7.
- Make sure your Razoo fundraising page is complete, with photos, a story, donation levels, scheduled matching grants and a customized, automated thank you message.
- Send your free agent fundraisers to our free agent fundraiser happy hour on Monday, March 13. RSVP to Pamela Larson at [pamela.larson@actforalexandria.org](mailto:pamela.larson@actforalexandria.org).
- Pick up your Spring2ACTION promotional materials, including yard signs, flyers and posters and ask any remaining questions – starting Wednesday, March 15 at the ACT office.

- Schedule an office hours appointment with Brandi and Pamela to talk about your campaign on Friday, March 17, 24 or 31. Click here to schedule your appointment.
- Promote Spring2ACTion in your newsletter, email blasts, social media, and website. Be clear **that Wednesday, April 5, 2017 is THE day we ALL give in Alexandria.** (See Nonprofit Toolkit for sample templates)
- Include a direct link to your nonprofit's page (spring2action.razoo.com/\_\_\_\_\_) so your donor can bookmark the page and give on April 5<sup>th</sup>.
- Invite stakeholders to your offline event on April 5<sup>th</sup>, if applicable. Remember to let us know about any offline events you're planning, by filling out this form.
- Talk to your stakeholders about scheduling a donation in advance. See Nonprofit Toolkit for a guide on scheduling donations. (Note, Razoo now refers to scheduled donations as 'secured pledges.' When a donor makes a secured pledge, their credit card is processed immediately, but their donation will count for your Spring2ACTION totals. The secured pledge feature will be available starting on March 20<sup>th</sup>).
- Encourage your board, staff and volunteers to do one-on-one outreach to their friends and networks about Spring2ACTION.
- Equip your free agent fundraisers with tools for success such as stories about your organization, pictures, email templates, etc.
- Update your Facebook profile page to include a donate button that links to your Razoo page.

### **1-2 Weeks before Spring2ACTION**

- Encourage your board, staff and volunteers to do one-on-one outreach to their friends and networks. Word-of-mouth is crucial – people donate because they are asked by a family member or friend!
- Set up your matching grant on Razoo and publicize it in your communications.
- Communicate with supporters and remind them that Wednesday, April 5, 2017 is THE day we ALL give.
- Update Facebook and Twitter with more information about Spring2ACTION/April 5<sup>th</sup> and ways your supporters can help spread the word and prepare to give. Ask them to donate their Facebook status for the day. Provide incentives for them to publicize on your behalf.
- Check in with your free agent fundraisers to make sure they have everything they need.
- Talk about Spring2ACTION during your daily activities. Consider putting up flyers or signs with the Spring2ACTION logo.

- Finalize volunteers and duties for April 5, 2017. Prepare all necessary outreach materials, emails, and communication.

### **1-2 Days before Spring2ACTION**

- Send an email blast reminder to supporters and ask them to spread the word throughout their circles of influence.
- Confirm volunteers for day of activities.
- Post at least 2-3 times a day on your social media channels. Don't just ask for money, but stir up excitement by pointing out what makes Alexandria and your nonprofit so great and why people should give on Spring2ACTION, April 5<sup>th</sup>.

### **Wednesday, April 5, 2017 – Spring2ACTION is live!**

- Send emails throughout the day to supporters. Include specific actions they can take (ex. donate, like your nonprofit page on Facebook, tell 5 friends to donate, tweet a link to your nonprofit page, attend your offline event, shop/eat for your cause).
  - Remind them of your overall goal
  - Update them on your fundraising progress (Note: Razoo now has a new update feature, which allows you to send updates to your donors right from your Razoo page)
  - Provide a reason for them to give again (ex. matching grant, power hour contest, ACTION Hero prizes, etc.)
  - Let them know if any “prizes” have been won
- Utilize Facebook and Twitter to cheer on and thank donors with status updates in real-time.
- Ask questions to generate conversation & community.
- Post pictures and updates from offline events.
- Celebrate and have fun! We'll be hosting a Spring2ACTION party starting around 10pm-stop by for appetizers and a big screen casting of the leader board!

### **April 6, 2017 – The day after and beyond...**

- Announce your successes on Facebook, Twitter, Email, Website, etc. Include photos from the day or a short thank you video.
  - Matching grants met
  - Awards won
  - Number of donors
  - Money raised
- Issue a press release to announce your success.
- Send thank you emails to donors 1-2 days after the event to tell them how their donation will make a difference for your organization. Don't forget to provide updates about your nonprofit and make it easy for them to stay in touch.

- Send physical thank you notes to top donors.
- Add all donors to your database, invite them to cultivation events, and/or one-on-one meetings.
- Attend the Spring2ACTion Celebration Event!
- Send your donors a three-month follow up email or letter describing how their donations have been utilized so far. [See this guide for helpful tips on crafting an effective thank you letter.](#)

## **SUPPORT**

### **Spring2ACTion Organizers:**

Pamela Larson – [pamela.larson@actforalexandria.org](mailto:pamela.larson@actforalexandria.org)

Brandi Yee – [brandi.yee@actforalexandria.org](mailto:brandi.yee@actforalexandria.org)

703-739-7778

### **Technical/Website/Platform**

Razoo: [Support@Razoo.com](mailto:Support@Razoo.com)

866-437-1952, Monday – Friday, 9am-6pm EST