

Spring2ACTion Checklist:

- Mark your calendar for April 5
- Select a point person
- Officially register for Spring2ACTion
- Attend Spring2ACTion Trainings
- Set a fundraising goal
- Set up your fundraising page on Razoo
- Identify and register free agent fundraisers
- Find a location to hold an offline event and let us know about your event
- Plan your communications strategy including channels and timeline
- Equip your board & Free Agent Fundraisers with promotional materials
- Fundraise on April 5!

For more information, visit:
www.spring2action.org



What if we all gave on one day?

— WEDNESDAY —

APRIL 5, 2017

Spring2ACTion Planning Guide

This planning guide is a tool to help nonprofits set goals and develop fundraising strategy for Spring2ACTion. If you have questions or would like help with the planning process, please call 703-739-7778 or email Brandi Yee at brandi.yee@actforalexandria.org.

1. Select a staff member or volunteer as a point person-someone who has strong leadership and organizational skills and can commit to the entire campaign timeline and process.

Name of point person: _____

2. Determine the focus of your Spring2ACTion campaign. Do you have a specific theme, project, or milestone that you will fundraise for?

Focus or theme of campaign:

3. Decide on a goal for your Spring2ACTion fundraising campaign.

Goal Amount: \$_____

4. What channels will you use to fundraise? (e.g. Facebook, Twitter, LinkedIn, Youtube, email, direct mail, offline events)

Fundraising Channels:

5. Holding offline events at a local business can help drive fundraising success during Spring2ACTion.

Where will you hold your offline event? _____

6. The most successful organizations enlist free agent fundraisers to help raise awareness and money for their cause. Examples include: board members, donors, volunteers, etc.

Please list 5 potential free agent fundraisers for your organization:

- 1.
- 2.
- 3.
- 4.
- 5.

7. Engaging your board (as free agent fundraisers or otherwise) is an essential part of fundraising success.

What are some ways that you can engage your board (i.e. competitions, free agent fundraisers)?

8. Providing matching grants from sponsors motivates other donors to give.

Who will you reach out to to provide matching grants?

9. How will you thank donors post event?

10. How will you start to build relationships with new donors and continue to steward them throughout the year?

Notes: