

WEEK 1: Build the campaign

GOAL: Set Up the campaign page & get your contact list together

- **Draft your campaign story on HandUp & submit it for review**
 - What exactly are you fundraising for? What is your goal amount? [Be specific!](#)
- **Get appropriate staff on board to help build and/or promote the campaign**
 - Coordinate with marketing teams and [let other relevant staff know](#)
- **Get your contact lists together**
 - [Segment the list:](#)
 - Phase 1: Pre-seed donors. Staff, board, die hard donors
 - Phase 2: Seed donors. Short-list of key supporters, highly likely to give.
 - Phase 3: General Audience, volunteers. Your newsletter/general email list.

WEEK 2: Seed the donations (soft-launch)

GOAL: Begin early stage outreach & hit 15% raised

- **Come up with e-mail marketing schedule**
 - Prepare Email announcement for launch
 - Plan out when & how you will do Phase 3 [outreach](#).
 - Decide on what pieces of content you will promote each week of the campaign.
 - Are there any [upcoming events](#) you can promote at? Figure out logistics.
- **Outreach to Phase 1**
 - Get early support from your staff. (shoot for small contributions of \$5-\$20, or more!)
- **Do personal outreach to Phase 2 list**
 - Send personal emails w/ campaign link. Keep it short and sweet.
- **Create some initial pieces of content for Launch week**
 - [Ideas:](#) Images with quotes, draft some facebook posts + tweets, [video testimonials](#)

WEEK 3: Launch the campaign

GOAL: Hit 30% raised

- **Announce Campaign through Email to your Phase 3 list**
 - Send campaign link in your email newsletter, or as a one-off announcement.
- **Still haven't hit 15% from last week? Do more personal outreach!**
 - Revisit or identify new contacts to send more personal outreach to. Email is key in the early stages.
 - Get staff to email 3-5 friends making a personal ask.
 - Get a few board members to help kick it off
- **Continue content creation for future weeks**
 - You should have 1 unique piece of content for each remaining week in your campaign

WEEK 4: Promote

GOAL: Start social media buzz

- **Announce Campaign on Social Media channels (early in the week)**
 - Promote campaign on Facebook & Twitter using drafted content from earlier.
 - Stay engaged by responding to any comments on Facebook or replies on Twitter.
 - Do a 2nd light push near the end of the week.
- **Still haven't hit 30% from last week? You guessed it, more email outreach to specific donors**
 - Identify new contacts to send more personal outreach to. Do other staff have untapped contacts?
 - Solicit volunteers to become fundraisers on behalf of your campaign.
- **If you still need more content for the coming weeks, create it this week!**

WEEK 5: Promote*

GOAL: Promote different content

- **Share a video (or other piece of new content) on social media**
 - Be sure to share the same content using the [update tool](#) in the campaign
- **Another email to your general list (phase 3) - update them on your progress**
 - [Share a new piece of content](#) (video, blog post, graphic) with a different ask than the week before
- **Not quite as far as you'd hoped? Leverage your volunteers!**
 - Email all the rest of your volunteers to help you rally support
 - Reach out to any related orgs or groups for support in either donating or sharing - or both!

*If your campaign is longer than 6 weeks repeat this week's format for the additional weeks.

WEEK 6: Final push

GOAL: Push the sense of urgency

- **TWO emails to full list (all phases 1-3 lists)**
 - Email #1 early in the week - "Final week to give"
 - Email #2 last day of the campaign "Last day to give!"
- **Social Media Countdown**
 - One post per day until the end - pair each post with a different piece of content
- **Not quite as far as you'd hoped? Do a last push on individual email outreach to specific supporters - use the sense of urgency!**

WEEK 7: Update donors

GOAL: Send a success story

- **Immediately after campaign ends:** Send a thank you for supporting using the campaign update tool
- **Few weeks after:** Once you've begun seeing a result or making a purchase - share it!
 - Send [success story](#) or update through campaign update tool with photo if possible
 - **Make the most of it:** Use same photo on Facebook & Twitter - donors love to see progress!

Ready to begin your own online fundraiser? [Click here to get started!](#)