

## Sample Communications Plan for Day of Giving & Day of Service

### Objective

The objective of this communications plan is to raise awareness, engage the community, and drive donations for (NAME OF ORGANIZATION) during the San Diego Gives' Day of Giving and Day of Service. The primary focus is to highlight the organization's impact and fundraising goals and to motivate individuals to give to support our work.

### Target Audiences

- Volunteers & Board: Encourage to participate in fundraising activities, including peer-to-peer fundraising efforts, and advocate for (NAME OF ORGANIZATION).
- Staff: Mobilize to actively promote and support the fundraising efforts.
- Local Community: Reach out to individuals, businesses, and organizations in the San Diego area who may have an interest in supporting (NAME OF CAUSE).

### Key Messages

- (NAME OF ORGANIZATION) transforms lives through (PROGRAM/SERVICE) and empowers clients to achieve their goals. – Refer to organization's mission statement.
- Donations to (NAME OF ORGANIZATION) during the Day of Giving directly impact \_\_\_\_\_.
- Every donation counts; no matter the size. Together, we can make a difference in the lives of our clients.
- (NAME OF ORGANIZATION) is a vital community institution that relies on support to continue its work.

### Communication Channels and Tactics

- Website
  - Create a dedicated Day of Giving/Day of Service landing page on the (NAME OF ORGANIZATION) website with information about events, impact stories, and a prominent donation button.
  - Feature success stories of (NAME OF ORGANIZATION) clients who have benefited from donations.
  - Display real-time fundraising progress to generate excitement and urgency.
- Social Media
  - Develop a comprehensive social media campaign across platforms (Facebook, Twitter, Instagram, LinkedIn) leading up to and during Day of Giving.
  - Craft engaging posts, videos, and graphics highlighting the impact of donations and encouraging people to contribute.
  - Utilize relevant hashtags such as #SanDiegoGives, #NameofOrgGives, etc. to increase visibility.
  - Encourage followers to share personal stories and testimonials about (NAME OF ORGANIZATION).

- Email Marketing
  - Send targeted emails to (NAME OF ORGANIZATION) volunteers, board, donors, staff, and community members.
  - Clearly communicate the purpose and impact of Day of Giving/Day of Service and provide a direct link to the donation page.
  - Include compelling stories and testimonials from clients to create an emotional connection.
- Press Releases
  - Issue press releases to local media, highlighting the significance of Day of Giving/Day of Service and the impact of donations on (NAME OF ORGANIZATION) clients.
  - Offer interviews with clients and staff to share personal stories and discuss the importance of community support.
- Local Partnerships
  - Collaborate with local businesses, organizations, and community leaders to spread the word about Day of Giving/Day of Service.
  - Seek opportunities for joint promotions, co-branded materials, and events to expand outreach.
- On-Site Events
  - Organize events on-site leading up to the Day of Giving and Day of Service, such as client testimonials, discussions, or fundraising challenges.
  - Create a visible presence on-site with banners, posters, and interactive displays highlighting the impact of donations.
- Influencer Engagement
  - Identify influential individuals who support (CAUSE) and have a significant online following.
  - Partner with influencers to promote Day of Giving/Day of Service and encourage their followers to donate to (NAME OF ORGANIZATION).
- Follow-Up and Acknowledgment
  - Send personalized thank-you messages and acknowledgments to all donors, expressing gratitude for their support.
  - Share updates on the impact.

### **Calendar for Communications: July - September 2023**

Note: This calendar is a general guideline. Please use what works for your organization based on specific needs, events, or opportunities.

#### **July**

- July 1-7
  - Launch social media campaign for Day of Giving/Day of Service.

- Share impactful stories of (NAME OF ORGANIZATION) clients.
- July 8-14
  - Send targeted email to donors and volunteers, highlighting the importance of supporting (NAME OF ORGANIZATION).
  - Publish press release announcing (NAME OF ORGANIZATION)'s participation in Day of Giving and Day of Service.
- July 15-21
  - Collaborate with local businesses for joint promotions and events.
  - Conduct interviews with local media outlets to generate coverage of Day of Giving.
  - Reach out to influential individuals in the community to engage them as ambassadors for (NAME OF ORGANIZATION).
- July 22-28
  - Send a follow-up email to previous donors, highlighting the collective impact of their contributions.

## **August**

- August 1-7
  - Launch a countdown campaign on social media to build anticipation for the opening of the giving period on August 17.
  - Highlight specific programs and initiatives at (NAME OF ORGANIZATION) that benefit from donations.
- August 8-14
  - Share stories of clients who have overcome challenges with the help of donations.
  - Collaborate with local media for interviews with (NAME OF ORGANIZATION) prior clients.
- August 15-21
  - Engage local businesses to offer incentives or discounts for individuals who donate to (NAME OF ORGANIZATION).
- August 22-28
  - Publish a press release announcing the final week of Day of Giving.
  - Feature live client testimonials on social media.

## **September**

- September 1-7
  - Intensify social media efforts to drive last-minute donations.
  - Share impact statistics and success stories of previous Day of Giving campaigns.
  - Collaborate with influential community members to create a final push for donations.
- September 8-14
  - Send a thank-you email to all donors, expressing gratitude for their support.
- September 15-21
  - Publish a press release announcing the total amount raised during Day of Giving.
  - Share a post-campaign report on social media, highlighting the impact of donations.
- September 22-30

- Evaluate the success of the Day of Giving and Day of Service and gather feedback.
- Prepare a report on the outcomes of the fundraising efforts.

### **Draft of Sample Email Message**

Subject: Your Support Matters! Join Us for Day of Giving at (NAME OF ORGANIZATION)

Dear [Name],

At (NAME OF ORGANIZATION), we believe in the power of \_\_\_\_\_ to transform lives and shape a brighter future. That is why we are excited to announce our participation in San Diego Gives, an incredible opportunity to make a difference and support the success of our clients.

San Diego Gives is a community-wide initiative aimed at building awareness and raising funds for organizations like ours that play a crucial role in shaping the (CAUSE) landscape of our region. On [Date], we will be rallying our community to come together and make a collective impact by supporting (NAME OF ORGANIZATION).

Join us to be a part of this important project. Your support, no matter the amount, can create opportunities for \_\_\_\_\_ who are pursuing their dreams of \_\_\_\_\_. Whether it is funding innovative programs, enhancing our facilities, or supporting our general operations, your generosity will have a direct impact on the lives of those we serve. Together we can build a stronger community.

Here is how you can help:

- Visit our dedicated San Diego Gives webpage at [URL]. There, you will find inspiring stories of those we have served and a simple and secure way to donate.
- Spread the word! Share our Day of Giving posts on social media and encourage your friends, family, and colleagues to support (NAME OF ORGANIZATION). Use the hashtags #SDGivesDay and #MiraCostaGives to amplify our message and inspire others.
- Become an advocate. Share your own experiences with (NAME OF ORGANIZATION) and why supporting us is important to you.

We deeply appreciate your ongoing support and belief in our work. With your partnership, we can continue to impact our community in positive ways. Together, let us make the Day of Giving and Day of Service resounding successes for (NAME OF ORGANIZATION) and our clients. Mark September 7 and 8 on your calendar and get ready to be part of something truly meaningful.

Thank you for being our champion and for your commitment to (NAME OF ORGANIZATION).

With gratitude,

[Your Name]

[Your Title]

(NAME OF ORGANIZATION)