



# Suggested Marketing Timeline

Six Weeks Out (Feb 6)	Five Weeks Out (Feb 13)	Four Weeks Out (Feb 20)	Three Weeks Out (Feb 27)	Two Weeks Out (Mar 5)	One Week Out (Mar 12)	Week Of Spring Days of Giving (Mar 18)	After Spring Days of Giving - Thank You
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Website							
Add Spring Days of Giving announcement and messaging to website	+						+
Embed a Donate Button on your website that connects to your campaign						+	
Email Communications							
Email your database an announcement about Spring Days of Giving participation and project/goal including URL to your profile page	+		+		+		+
Add Spring Days of Giving logo, dates and hyperlink to your profile url to staff email signatures	+						
Social Media							
Announce participation in Spring Days of Giving on March 19 & 20	+						
Share or ReTweet CCMA Spring Days of Giving posts	+	+	+	+	+	+	+
Post unique organizational photos, stories, and videos, tag #SpringDaysofGiving, and include messages from templates in Marketing Toolkit under Resources. Provide link to your campaign URL (consider using Bitly to shorten.)	+	+	+	+	+	+	+
Post a short video across all social channels announcing your Spring Days of Giving campaign project/goal and challenge others to get involved	+			+			+
Change cover image to Spring Days of Giving banner						+	
Change profile icon to Spring Days of Giving badge						+	
Post fundraising updates and successes, impact of donations (how you're going to use the funds raised), and ask followers to like and share/retweet						2-4x/day	+
Print Materials							
Post Flyers about your Spring Days of Giving Campaign in community gathering places and nearby local coffee shops, restaurants, etc.	+						
Reserve space in your weekly bulletin for Spring Days of Giving campaign messaging.	+	+	+	+	+	+	+
Add a Spring Days of Giving ad to your weekly bulletin.						+	+
Mail a letter or postcard to your entire database announcing your participation in Spring Days of Giving. Include the dates, your project/goal, your campaign url and a QR code to your giving page.					+		
In Person							
Make announcements about your Spring Days of Giving campaign at mass and other large gatherings of your community.	+				+	+	+
Hold a live event where donors can come to make their donation and engage with your staff and students.					Invite local media		+