

# Before You Start Your Profile...

## 1. Define Your Goals

- a. What will your donors and supporters need to do to help you be successful according to your giving day goals?
- b. What do you want people to feel when they view your profile?
- c. What do you want the main call to action to be?
- d. If you participated in a previous year, what strategies worked well? What didn't work well? How will your goals differ this year based on the response you saw from supporters last year?

## 2. Gather Your Assets

- a. Do you have several photos, graphics, or videos ready?

## 3. What is Your Giving Day Story?

- a. What do your supporters need to know about your organization?
- b. If you participated in a previous year, how will you make this year's story stand out from last year's?