



Marketing Timeline

	Six Weeks Out (Mar 20)	Five Weeks Out (Mar 27)	Four Weeks Out (Apr 3)	Three Weeks Out (Apr 10)	Start of Advanced Giving (Apr 15)	One Week Out (Mar 12)	Week Of Giving Day (Apr 29)	After Giving Day (May 2)	After May 9 - Thank You
Website									
Add Nebraska Catholic Day of Giving dates, project goals to website.	†						†		†
Embed a Donate Button on your website that connects to your campaign (click to learn how).					†				remove & reset
Email Communications									
Email your database an announcement about Nebraska Catholic Day of Giving with project/goal including URL to your profile page.	†		†		†		†	†	†
Add Nebraska Catholic Day of Giving logo, dates and your profile url to staff email signatures (click for a customizable Canva template).	†								remove & reset
Social Media									
INCLUDE #NebraskaCatholic and #GiveCatholicDoMore IN ALL YOUR POSTS!									
Announce Nebraska Catholic Day of Giving on May 1, Advance Giving from April 15-30, Extended Giving through May 8.	†				†		†		
Post a short video announcing your Nebraska Catholic Day of Giving project/goal with your campaign URL and #NebraskaCatholic.	†				†		†	†	
Share your diocesan Nebraska Catholic Day of Giving posts.	†	†	†	†	†	†	†	†	†
Post unique organizational photos, stories, and videos with your campaign URL (use Bitly.com to shorten) and #NebraskaCatholic.	†	†	†	†	†	†	†	†	†
Change cover image to Nebraska Catholic Day of Giving banner.					†				
Change profile icon to Nebraska Catholic Day of Giving badge.					†				
Post fundraising updates including how you will use the funds raised - with pictures for impact - and ask followers to like and share.					†	†	2-4x/day	†	†
Print Materials									
Post Flyers about Nebraska Catholic Day of Giving in community gathering places including nearby coffeshops, restaurants!	†				†		†		
Parishes: Reserve space in your weekly bulletin for Nebraska Catholic Day of Giving campaign messaging.	†	†	†	†	†	†	†	†	†
Mail a letter or postcard to your entire database announcing your participation in Nebraska Catholic Day of Giving. Include the dates, your project/goal, and a QR code to your giving page.				†					
Add a Nebraska Catholic Day of Giving ad with QR code to your bulletin, newsletter or student take-home folders. (click for a customizable Canva template)					†	†	†	†	
Mail individual thank you letters to Nebraska Catholic Day of Giving donors noting their specific gift and summarizing the results of your campaign (official tax receipt will be emailed from platform).									†
In Person									
Make announcements about your Nebraska Catholic Day of Giving campaign at masses 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		†		†		