What You Need to Get Started with the Community Campaign Planner

To get the most out of the GivingTuesday Community Campaign Planner, it's highly recommended to gather as much information and documentation about your organization and campaign goals as possible before starting. While not every item on this list is required, having these materials ready will help streamline the process, ensure a comprehensive campaign, and set you up for success. The more details you can provide, the more tailored and effective your campaign plan will be. Start building your campaign today, https://soukupstrategicsolutions.com/campaign-planner/.

1. Basic Organization Information

- **Organization Name**: The official name of your nonprofit.
- **Mission Statement**: A clear and concise summary of your organization's purpose and objectives.
- **Vision Statement**: A forward-looking declaration about your organization's aspirations.
- **Website & Social Media Links**: Provide URLs for your website and social channels such as Facebook, Instagram, LinkedIn, or Twitter.

2. Campaign Objectives & Goals

- **Primary Campaign Objective**: Define the main purpose of your campaign. Are you aiming to raise funds, increase awareness, or engage your community?
- **Fundraising Target**: If fundraising is part of your campaign, specify a financial goal.
- **Target Audience**: Identify the groups you are focusing on (e.g., past donors, community members, sponsors).
- **Special Events**: Any planned activities or promotions during the campaign period.

3. Key Messages & Storytelling

- **Core Campaign Messages**: Have a few key messages you want to communicate during your campaign, including why your cause matters and why supporters should take action now.
- **Stories or Testimonials**: Identify impactful stories from your community or beneficiaries that illustrate the work your nonprofit does.

4. Digital & Social Media Strategy

- **Social Media Plan**: Decide which platforms you will focus on (e.g., Facebook, Instagram, LinkedIn) and how frequently you plan to post.
- **Prepared Content**: Have visual assets like videos, photos, and compelling content ready for social media and email campaigns.
- **Hashtags & Keywords**: A list of any campaign-specific hashtags or keywords to use in posts.

5. Budget and Resources

- **Campaign Budget**: Know how much you can allocate to digital ads, promotional materials, and events.
- **Available Resources**: Take stock of your available staff, volunteers, and technological tools for implementing the campaign.

6. Fundraising Tools & Platforms

- **Donation Platform**: Decide which donation platform you will use for processing contributions (e.g., your website, a third-party platform).
- **Corporate Matching Opportunities**: Check if corporate matching funds are available and prepare materials to ask donors if their companies match gifts.

7. GivingTuesday Specifics (Optional)

- **GivingTuesday Plans**: Outline any activities specific to GivingTuesday, such as matching gifts, social media challenges, or special appeals.
- **Ambassador Program**: Identify key supporters who can spread the word about your campaign.
- **Press Release & Media Kit**: Prepare press materials if you plan to engage the media.

8. Evaluation and Follow-Up

- **Monitoring Tools**: Have systems in place to track campaign progress (e.g., social media metrics, donation tracking).
- **Thank You Strategy**: Prepare your plan for thanking donors and supporters promptly after the campaign concludes.

With these materials in hand, you'll be ready to efficiently navigate the Community Campaign Planner, ensuring that your campaign is well-organized, strategic, and impactful.