Step-by-Step Guide to Using the Nonprofit Campaign Planner

Welcome to the GivingTuesday Community Campaign Planner. This guide will walk you through the steps needed to effectively use the GPT-powered planner, ensuring you create a comprehensive and strategic campaign for your nonprofit. Start building your campaign today, https://soukupstrategicsolutions.com/campaign-planner/.

Step 1: Start with the Welcome Message

When you first interact with the Community Campaign Planner, it will greet you with a welcome message, introducing the tool and its purpose. The planner is designed to help you create a detailed end-of-year fundraising and communications campaign, with a specific focus on the period around **GivingTuesday**.

Step 2: Provide Background Information

The planner will ask for essential details about your organization to better understand your goals and needs. Gather this information before starting to streamline the process:

- **Organization Details**: Name, mission, vision, website, and social media links.
- **Campaign Objectives**: Your fundraising goals, target audience, and key messages you want to emphasize during the campaign.
- **Storytelling**: Any specific stories or testimonials you'd like to highlight during your campaign.

While not all of this information is required, providing as much as possible will allow the planner to generate more accurate and customized campaign strategies.

Step 3: Follow the Section-by-Section Guidance

The Community Campaign Planner will guide you through each section of the campaign-building process. It's essential to complete each section before moving on to the next to ensure a well-rounded plan.

Campaign Theme and Messaging

- Define a unifying theme for your campaign.
- Identify key messages you want to communicate to your audience.

- Choose storytelling elements (e.g., testimonials, success stories) that will resonate with your supporters.

User Tip: If you're unsure of your theme or messaging, the planner can suggest options based on your organization's mission and goals.

Campaign Strategy and Goals

- Specify your target audience (e.g., past donors, new prospects, corporate sponsors).
- Set clear objectives for your campaign (e.g., fundraising goals, awareness-raising).
- Identify your available budget and resources (staff, technology, volunteers).

User Tip: Be as detailed as possible. Clear goals and an understanding of your resources will help the planner craft a more effective strategy.

GivingTuesday Campaign (Optional)

- Define specific objectives for **GivingTuesday**, such as increasing donations or gaining new supporters.
- Outline key messages and promotions planned for the day.
- Create a social media strategy and any events you plan to host on **GivingTuesday**.

User Tip: If you're new to **GivingTuesday**, the planner can offer suggestions for making the most of the day.

Capacity Assessment

This section is especially useful for understanding the scale of your campaign and the resources you have available:

- Assess your team size and capacity.
- Define the scope of your campaign and any previous fundraising success.
- Identify the networks or associations you are part of that can support your efforts.

Step 4: Review the Drafts and Customize

After you've provided all the necessary information for a section, the planner will generate drafts and strategies for you to review. You'll have the opportunity to make adjustments and ask for further clarification or revisions.

Get Confirmation Before Moving On

The planner will always ask for your confirmation before proceeding to the next section. Review the output carefully to ensure it aligns with your vision and goals.

Step 5: Develop a Comprehensive Timeline

Once you've completed each section, the planner will help you compile a campaign timeline. This will cover activities from October to December, ensuring you're prepared for key dates, such as **GivingTuesday** and year-end fundraising deadlines.

Step 6: Utilize the Tools and Resources Provided

As part of your plan, the Nonprofit Campaign Planner will suggest tools and resources to make your campaign more successful. These could include:

- Social media post templates
- Email templates
- Sample press releases
- Strategies for engaging corporate sponsors and matching gifts

User Tip: Tailor these tools to your specific campaign for the best results.

Step 7: Monitor Progress and Make Adjustments

Once your campaign is launched, it's important to monitor its performance. The planner can guide you on how to track metrics such as social media engagement, donation amounts, and volunteer sign-ups.

- **Ask the Planner**: You can return to the GPT at any time to ask for advice on how to adjust your strategy based on the results you're seeing.

Step 8: Follow Up and Express Gratitude

After the campaign, the planner will assist you in preparing thank-you messages and final reports. Whether it's personalized thank-you notes to donors, posts on social media, or a final email blast, showing appreciation is critical to maintaining relationships with supporters.

User Tip: Leverage the planner's suggestions for thank-you messages to ensure donors feel valued and encouraged to continue supporting your mission.