Give OUT Day Checklist and Timeline

February - March	
☐ Assign a point person	
☐ Sign up for email updates	Lesson 1.5
☐ Complete the Give OUT Day Learning Center	Lesson 1.5
☐ Set up EFT fund disbursement	Lesson 1.4
☐ Determine fundraising goal and success metrics	Lesson 2.1
☐ Determine campaign purpose/story	Lesson 2.2
☐ Set up primary fundraising page and update settings	Lesson 2.1
☐ Customize checkout/post-checkout experience	Lesson 2.3
☐ Try securing a matching grant	Lesson 5.1

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☐ Identify prospective peer-to-peer fundraisers	[Lesson 3.1](#) [Lesson 3.2](#)
☐ Determine use of events and start planning	[Lesson 5.2](#)
☐ Customize graphics	[Lesson 4.1](#)
☐ Customize fundraiser toolkit	[Lesson 3.3](#)
☐ Customize fundraiser template	[Lesson 3.3](#)
☐ Map out email and social media communications	[Lesson 4.2](#) [Lesson 4.3](#)
April - May	
☐ Send save the date	[Lesson 4.2](#) [Lesson 4.3](#)
☐ Recruit fundraisers	[Lesson 3.2](#)
☐ Welcome fundraisers	[Lesson 3.3](#)

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June	
☐ Launch and promote campaign across communications channels	Lesson 4.2 Lesson 4.3
☐ Hold a phone/text banking session	Lesson 4.4
☐ Maintain communication with fundraisers	Lesson 3.3
☐ Reach out to media	Lesson 4.5
☐ Reach out to influencers	Lesson 4.3
☐ Finalize and hold fundraising events	Lesson 5.2
☐ Set up and publicize matching grant	Lesson 5.1
Day of	
☐ Send and post day-of communications	Lesson 4.2 Lesson 4.3

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☐ Monitor and leverage prizes	[Lesson 1.3](#)
Day after	
☐ Share success	[Lesson 4.2](#) [Lesson 4.3](#) [Lesson 4.5](#)
☐ Thank fundraisers and donors	[Lesson 3.3](#) [Lesson 4.2](#) [Lesson 4.3](#)
☐ Add donors to database and begin further cultivation	[Lesson 5.3](#)

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