

## Ambassador Timeline

### Preparing your campaign

#### Before you go live:

- Read through this tool kit and strive to understand GRUW as much as possible to help build a successful campaign.
- Create your personal fundraising page.
- Set personal and fundraising goals.
- Identify a “prospect list” for soliciting donations.
  - Start with your family, friends, relatives, coworkers, and closest supporters.
- Set up weekly targets and goals.
  - How many communications will you make per week via virtual platforms?
- Create check-lists to help you prepare.

### Carrying out your campaign

#### Weeks 1-3:

- Utilize social media platforms, emails, texts, and phone calls to ask for donations.
- Be consistent with social media asks. Research shows that videos, pictures, and storytelling get more attention and donors. Strive to include a picture, video, or other visual with each post.
- Continue to update your supporters regarding your progress online.
- Post announcements on Facebook, Twitter, and other social networks, and continue to update those who have donated or are contemplating donating.
- Consider your resources and think outside of the box to spread the word.
  - Post something in your break room at work, tell your book club, mention it to your summer softball league, tell your supporters at church, etc.
- Thank your donors via email, text, or instant message within 48 hours of their donation. You will receive notifications when someone donates to your campaign. These will be sent to the email and mobile number you signed up with.

Thank you for becoming an Ambassador for Great Rivers United Way! We hope you find this timeline helpful as you advocate for an issue important to you and our community.

#### How to use this guide

We’ve provided week-by-week steps for you to take in July 2020. Starting late or have less time to commit? Follow the steps for preparing your campaign, then try 1-2 items from each additional week.

## Finishing out your campaign

### Week 4:

- Post final announcements and deadlines for donations on all your online channels one week before the end date.
  - Send final email and text donation requests to those that have not donated.
  - Call those supporters you haven't heard from to make one final request.
- Inform people across all channels how far you are from reaching your goal to help spark last-minute support.
  - Create a sense of urgency to reach (or exceed!) your goal.
- Continue to spread awareness about your passions and why you support GRUW. Donors like to join a winning team – remind them how their dollars are going right back into their local community.

## Wrapping up your campaign

### Week 5:

- Tell people about the success of your campaign!
  - Post final thank you across all channels to those who supported you through your campaign. Tag supporters or recognize them with a group thank you post.
  - Send final email, text, instant message, or complete phone calls to thank those who donated. Make sure you didn't miss anyone!
- Curious what to include in your final thank you? You should report the following in your posts, emails, texts, or phone calls at the end of your campaign:
  - Total amount raised
  - Did you reach or exceed your goal?
  - Where is the money going and how will it be used? This is a great opportunity to talk about the strategic objective you fundraised for and an example or two of programs in that objective.
  - Don't forget to thank them and express your gratitude for their support.
  - Post pictures and share stories through your social networks.

### Quick Tips

Tell potential donors why this is important:

- to you – have you been personally impacted by a program or your team's cause?
- to our community – share the tool kit images we have provided to help illustrate the need

Always include:

- the link to your personal fundraising page
- a "call to action" – ask people to donate, like, share, comment, etc.

Have questions or need help? Don't hesitate to reach out to our team!

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