

# Celebrating the Generosity of Our Region

## Communications Action Items Checklist

### Before East Bay Gives:

Join the East Bay Gives 2017 Facebook Learning Community

Attend East Bay Gives boot camps and webinars  
(see full list here: [www.EastBayGives.org](http://www.EastBayGives.org))

Create donor and prospect contact lists and outreach strategy for current donors

Engage your Board members and communicate your goals

Promote your participation in East Bay Gives at any meetings and events

Consult the nonprofit toolkits at [www.EastBayGives.org](http://www.EastBayGives.org) and download materials

Add East Bay Gives information to your website, email signatures, social media and newsletters, linking to [www.EastBayGives.org](http://www.EastBayGives.org)

Determine all communications tools you will utilize

Consistently share East Bay Gives information via your social media channels

Identify who will manage your social media campaign; recruit social media ambassadors

Decide on what and how many prize challenges you will attempt to win

Complete your plan for matching gifts and be ready to launch it

Choose who you will ask to create campaigns, and check in with them regularly to confirm

Reach out to local businesses to form partnerships and to see if there are any partnership opportunities

Create email templates and schedule e-blasts

Follow and share #EastBayGives content

Work on your "thank you" plan for donors on the day-of and post-event

Complete your contingency plan and be ready to implement

If you are creating special printed materials, decide what those will be and begin design and production

Redirect your organization's online donation buttons, if applicable

If needed, reach out to the East Bay Community Foundation for assistance by emailing [eastbaygives@eastbaycf.org](mailto:eastbaygives@eastbaycf.org)

## During East Bay Gives - May 4, 2017

Kick off at midnight with a bang!

Make sure you have access to East Bay Gives materials and links

Centralize East Bay Gives related emails and phone calls to your project lead/team

Remind donors of any targeted prizes/timeslots and the difference their donation can make

Check your donor link every hour and make sure you are thanking donors in real time either on social media or email

Check in with all Board members and make sure they implemented your plan

Be active all day on social media, and post about prizes and progress

Encourage donors to spread the word!

## Post East Bay Gives

Communicate your success

Review staff commitments for post East Bay Gives

Debrief with your team on best practices and lessons learned

Share your thoughts with the East Bay Gives 2017 Learning Community on Facebook

Reach out to campaign creators, Board members, and sponsors with special thanks

Send an update to your Board, staff, volunteers, networks and donors list on your results

Add all donors to your database and begin donor segmentation