



Digital fundraising strategy for your nonprofit

Lesson Nine: Execute your giving campaigns

Implement your giving campaign

Step Five: Create the outreach plan

Which mediums will you use to communicate the start of your campaign?

How will you communicate with your influencers over the course of the campaign?

Which groups will you engage with immediately and where?

Where is your target audience? Where is it easiest to engage them?

Step Five: Create the outreach plan (continued)

Who is the messenger or source(s) of your asks? Your organization, top supporters or both? Remember to leverage peer to peer strategies.

How could you leverage your social media channels to help?

Step Six: Optimize your tech infrastructure

REMINDER - YOU CAN REFERENCE THE TIP SHEET INCLUDED WITH THIS SECTION FOR A LIST OF TOP TECH REQUIREMENTS FOR SUCCESSFUL GIVING CAMPAIGNS.

What are your current tech limitations when it comes to implementing your ideal digital campaign?

Step Six: Optimize your tech infrastructure (continued)

What are some options / solutions / investments your organization will need to make to open the door to more effective digital campaign work moving forward?

Step Seven: Prepare your campaign for rollout

What is the name of your campaign? How do you want to brand it?

What is the timeline for your campaign? When do you want it to launch and conclude?

Step Seven: Prepare your campaign for rollout (continued)

Define the “to-do” list of next steps your organization will need to take to prepare to run your digital campaign. Next, delegate those responsibilities to the appropriate individuals, across teams.

What are potential next steps you will need to take to prep your organization to incorporate these organizing principles into your day-to-day operations moving forward?