

THE AMAZING RAISE

Serving the Greater Richmond Region,
Gloucester, Mathews, River Counties & Southside VA

Don't forget to go online and download the promotional toolkit that contains all materials mentioned in this calendar.

Questions? Call Kim Russell, Leslie Hannaford or Phil Giaramita at 804.330.7400.

6 am Sept. 18 – 6 pm Sept. 19
GIVERICHMOND.ORG

PREPARATION CALENDAR

June:

- Appoint project leader.
- Set a goal.
- 26:** Develop ideas on how to promote your nonprofit...be creative!

July:

- Update your portrait.
- Explore matching grant opportunities—donors, local businesses, etc.
- 10, 24:** Start posting on social media: 2x a week on twitter, 1x week facebook. Be sure to share your goal.
- 29-31:** Tell people about the event, and how to help you reach your goal. Don't be afraid to ask for support.

August:

- 01:** Last day to submit your portrait to be eligible to participate.
- 01-02:** Tell people about the event through email blasts, posters, social media, newsletters, etc.
- 7, 21, 28:** Post on social media.
- 14:** Send out e-mail templates.

- 19:** Hang promotional posters. If applicable, make your own through your nonprofit to get people involved.
- 26:** Email / print & send newsletter insert.

September:

- Hold promotional events.
- 04:** 1:00-2:00 Part 2 Trainings
- 05:** 8:00-9:00; 3:00-4:00 Part 2 Trainings
- 09:** 10:00-11:00 Part 2 Trainings;
- 09:** Change facebook banner. Optional profile picture & twitter image.
- 16, 17:** Post 2x a day on social media (once in morning, once at end of day) amping people up.
- 17:** Send out one last email reminder to all your donors, friends, family. Make sure staff does the same.
- 18, 19:** Post your progress on social media throughout the day. *These are the only days you cannot post too often!* Get people excited about your headway. Link people to media coverage.
- 20:** Send out thank yous.

	S	M	T	W	T	F	S
JUNE	2	3	4	5	6	7	1/8
	9	10	11	12	13	14	15
	16	17	18	19	20	21	22
	23	24	25	26	27	28	29
	30						

	S	M	T	W	T	F	S
JULY		1	2	3	4	5	6
	7	8	9	10	11	12	13
	14	15	16	17	18	19	20
	21	22	23	24	25	26	27
	28	29	30	31			

	S	M	T	W	T	F	S
AUGUST					1	2	3
	4	5	6	7	8	9	10
	11	12	13	14	15	16	17
	18	19	20	21	22	23	24
	25	26	27	28	29	30	31

	S	M	T	W	T	F	S
SEPTEMBER	1	2	3	4	5	6	7
	8	9	10	11	12	13	14
	15	16	17	18	19	20	21
	22	23	24	25	26	27	28
	29	30					