give DAY TO THE MAX
NOV 12, 2015

GiveMN Giving Garage
15 Point Inspection

Use the results of this inspection to help supercharge
your organization's Give to the Max Day campaign!

Visit **givemn.org/resources** for a handy #GTMD15 toolkit.

Time In: _____:_____

Time Out: _____:_____

☐	☐	☐	**Do the keys work?** *Organization page is claimed, administrator access is up-to-date, and disbursement address is correct* Clean up old administrators by emailing help@givemn.org.
☐	☐	☐	**Is vehicle clean and shiny?** *Headline is catchy and compelling in 140 characters or less* Not your mission statement. How will a donation make a difference today? Use "you" not "we".
☐	☐	☐	**Is hood ornament displayed?** *Organization logo is uploaded* Square images are best. Files must be smaller than 5 MB in PNG, JPG, or GIF format.
☐	☐	☐	**Are mirrors operational?** *Profile has fresh pictures and/or videos* Delete old images with white bars. Add new visuals that are close, compelling, and tell a story.
☐	☐	☐	**Do you have a payment plan?** *Suggested donation amounts are customized and explained* Pick meaningful amounts, set your sights high, and let donors know the impact of their gift.
☐	☐	☐	**Is the vehicle financed?** *Working on securing a matching gift and how to add the amount and dates* We recommend setting the dates for 11/01/2015 through 12/31/2015.
☐	☐	☐	**Is driver in good standing with the lender?** *Written customizable "Thank Your Donors" messaging for receipt emails* Add a heartfelt message of gratitude and ask donors to tell a friend, post on social media, or volunteer.
☐	☐	☐	**Should other maintenance be scheduled?** *Old information should be removed including Project and Fundraiser pages* Hide old Project and Fundraiser pages.
☐	☐	☐	**Vehicle delivery by November 1?** *Organization will be ready when Scheduled Giving begins* There's no technical lockdown, but you want your page in shape when donors start giving on November 1!
☐	☐	☐	**Are tires maintained and rotated?** *Compelling stories and calls to action are developed for Give to the Max Day* Ask donors to give, but also to share, tweet, tell, post, fundraise, explore, introduce, join, learn, and visit.
☐	☐	☐	**Are headlights and turn signals operational?** *Organization plans to promote #GTMD15 via email, social media, print, broadcast* Most donations come from email links and social media, but spread the word everywhere.
☐	☐	☐	**Do you have a designated parking spot?** *Website mentions #GTMD15 and uses embedded donation form or buttons* Use the 'Embed This Form' button to add your GiveMN donation form right to your own organization's website.
☐	☐	☐	**Is the horn working?** *Plan to equip staff, donors, volunteers, board, and clients to be champions via word-of-mouth and social media* Your champions love your organization and your mission. They'll help fundraise if you ask!
☐	☐	☐	**Are bumper stickers securely placed?** *Organization ready for day-of promotions, events, or phone-a-thons to engage donors* If you're planning an awesome day-of strategy, tell us about it so we can tell the media. Email info@givemn.org.
☐	☐	☐	**Are all fluid levels set for another 5,000 miles?** *Stewardship plan to thank donors and keep them engaged beyond #GTMD15* Send your very best thank you. Keep donors engaged. Let them know they're important. And give them more opportunities to give.

Next Service:
11/16/15 - Get ready for year-end!

Thank you for visiting the GiveMN Giving Garage.