



Give to the Max Day Communications Tips

Plan your communications on a grid so you cover all touch points and know who is managing each aspect. Example:

Communication Channel	Message	Date	Manager
Web page			
E-newsletter			
Social Media			
Newsletter			
Brochures			
Speeches			

1. Web page—make sure all Give to the Max Day messages are front and center on your website. Consider adding a “Donate Now” button or the Give to the Max Day Celebrity Public Service Announcement (via <http://www.youtube.com/givemn>)
2. Email—plan your email strategy – is it an email every 2 weeks, then every week, one the day before and one the day of? *You don’t want to bother people, but keep it fresh on their minds.*
 - Consider a theme for all the emails with a different subject line and a new story with each email. Donors tune in at different times.
 - Segment donors and tailor messages to reach them.
3. Personalize communications—people give to people.
 - Create a template message and give it to your board members. Have them personalize it and email to their connections. ***A personal message elicits more gifts than a mass email. Consider creating a simple video thank you message using YouTube and a Smartphone camera/webcam.***
4. “Mobilize” communications—keep in mind that people may be accessing your emails and social media messages on their Smartphones. Include the link to your GiveMN page, which is mobile optimized. Also, include the phrase “give on your phone or mobile device” along with the link to your GiveMN page. When donors pull up your page on a mobile device, they’ll automatically see a mobile version that looks and works great on small screens!
5. Use social media to keep the dialogue going from now until Give to the Max Day.

- Twitter = daily or every few days.
 - Facebook = daily or every few days.
 - Update your blog weekly.
6. Newsletter or traditional mail – consider encouraging offline donors to move online.
- Utilize a popular giving program to encourage online giving
 - Provide a call-out message about the simplicity of online giving ability to set up monthly—sustainer—giving options.