Flash Fundraising Checklist

PREPARE

- [ ] Make sure your CRM (Customer Relationship Management) is ready to go to properly collect donor information
- [ ] Determine what kind of newsworthy moments your nonprofit wants to weigh in on
- [ ] Establish a voice, tone, and style so messaging is streamlined
- [ ] Outline your needs for each channel
    - [ ] Social media
    - [ ] Email marketing
    - [ ] Paid ads
- [ ] Define your audience
    - [ ] Who are your donors, volunteers, fundraisers, and advocates?
- [ ] Establish internal roles & responsibilities

LAUNCH

- [ ] Tailor your campaign to fit the specific situation
    - [ ] Modify copy & assets accordingly
    - [ ] Build your campaign page
    - [ ] Put ads in place
- [ ] Clearly define who you're speaking to
- [ ] Consider why the content should matter to a supporter in order to establish
- [ ] how to leverage donations

ENGAGE

- [ ] **Thank your donors!** Services like Twilio and Handwrytten help to send personalized cards and messages at scale
- [ ] Keep your database clean
    - [ ] Run new supporters through wealth screening to see if they are best suited as small, mid-level or major donors
    - [ ] Create a multi-channeled engagement strategy that demonstrates how and why new supporters matter
- [ ] Determine your upgrade strategy
    - [ ] Are your supporters ready to increase their giving levels?