

Communication Checklist

TO BOOST ANY FUNDRAISING CAMPAIGN

BEFORE YOU LAUNCH

PRE-LAUNCH

ONCE YOU'RE LIVE

POST-CAMPAIGN

COMMUNICAITON GOAL

- Build a community of advocates
- Reach 25–30% of your campaign goal

- Create a communication timeline
- Schedule everything ahead of time

- Monitor plan as it's implemented
- Engage with supporters to build community

- Celebrate support, share impact of funds raised, and provide next steps

CHECKLIST

- Design campaign page
- Reach out to campaign advocates
- Ask supporters to commit to giving early and sharing your campaign once it's LIVE

- Create a timeline for campaign
- Choose campaign channels
- Draft and schedule all communications
 - Pre-launch
 - Launch day
 - Progress posts
 - Final push

- Engage on social media 15–30 minutes every day
- Update scheduled posts as needed
- Create new posts to share between scheduled posts
 - Behind-the-scenes
 - Thank donors
 - Stretch goals

- Celebrate total raised and show appreciation
- Give supporters next steps
- Schedule email to demonstrate impact
 - 1 month later
 - 6 months later
 - 1 year later