

Your Giving Season Fundraising Roadmap



☐ Mid-September

- ☐ Assess & Set Direction for EOY
- ☐ Identify & Segment Your Target Audience

☐ Late-September

- ☐ Develop Core Messaging
- ☐ Optimize Your Online Presence & Donation Process

☐ Early-October

- ☐ Create Your Content Toolkit
- ☐ Build Donor Stewardship Templates
- ☐ Plan Social Media Calendar

☐ Mid-Oct

- ☐ Early Outreach to Key Donors
- ☐ Showcase Impact & Build Trust

☐ Late-Oct

- ☐ Test & Finalize Giving Options

☐ Early-Nov

- ☐ Launch Your Main Campaign

☐ Mid-Nov

- ☐ GivingTuesday Campaign Launch

☐ Late-Nov

- ☐ GivingTuesday: Maintain Momentum
- ☐ GivingTuesday: Intensify Appeals

☐ Early-Dec

- ☐ Continued Engagement
- ☐ Showcase Progress

☐ Mid-Dec

- ☐ Targeted Appeals with Urgency
- ☐ Social Media Engagement

☐ Late-Dec

- ☐ Countdown Campaign (Dec 24–31)
- ☐ Last 2-day Appeals
- ☐ Real-time Updates
- ☐ Stewardship & Thanks