

Fundraiser promotion checklist

1. Foundation and setup

- Fundraising goal is specific (amount + purpose + deadline)
- One-sentence explanation ready (“We’re raising X for Y by Z”)
- Primary donation link tested on mobile
- Donation flow checked (no extra steps, broken pages, or logins)
- One hero visual finalized (image or short video)

2. Social media promotion

- Instagram:
 - Stories planned (not just feed posts)
 - Link sticker tested and working
 - Countdown sticker planned for final days
- Facebook:
 - Personal profiles identified for sharing (staff, volunteers, board)
 - Relevant Groups shortlisted (with context for each)
- LinkedIn:
 - At least one leader/board post drafted
 - Corporate or sponsor angle included if relevant
- Visuals:
 - Same hero image reused across platforms for recognition
 - Captions written in short and long versions

3. Email promotion

- Warm audience list finalized (past donors, volunteers, parents, alumni)
- Launch email written with:
 - One clear ask
 - One donation link
- At least two follow-ups planned:
 - Mid-campaign progress update
 - Final reminder near deadline
- Subject lines reviewed for clarity and urgency

4. Text & messaging

- Text method decided:
 - Direct link OR
 - Text-to-give keyword
- Text copy written and approved (short, clear, one CTA)
- Distribution limited to:
 - Existing contacts
 - Event attendees
 - Local or community groups
- Peer-to-peer text sharing is encouraged with a sample message
- Timing aligned with events or key moments

5. Events, galas & in-person promotion

- Event messaging focuses on experience, not just donation
- Silent auction items teased in advance (email/social)
- Live fundraising moments mentioned in promotions
- QR codes printed and tested
- The hybrid option should be clearly communicated for remote supporters

6. Partners, sponsors & community

- Partners and sponsors identified
- Share-ready copy and links provided to each
- Sponsor recognition planned (before and during campaign)
- Community groups chosen for relevance, not reach
- A clear reason prepared for why the fundraiser is being shared in each space

7. Paid promotion

- Clear goal defined (search intent, event attendance, sponsor visibility)
- Platform chosen intentionally (search vs social vs professional)
- Targeting is limited to warm or relevant audiences
- Budget tied to a specific moment (launch, match, deadline)
- Ad copy aligned with organic messaging

8. Momentum & follow-through

- Progress update posts scheduled
- Public thank-you posts planned (specific names/groups)
- Final “last chance” message written
- Post-campaign thank-you and impact update planned