

Fundraising Campaign Checklist

Use this checklist to keep your team organized and on track to run a successful campaign. These steps can help you with any fundraising push at any time of year. Let us know how we can work with you on strategy, design, and implementation.

- Analyze previous years' data to determine what worked and what didn't
- Use your financial plan to set a fundraising goal
- Secure a high-level donor who will commit to a matching gift

- Choose a start date and create a shared campaign calendar
- Identify your audiences
- Clean and segment your lists

- Gather stories and images for fundraising materials
- Begin the design process
- Complete the text of emails and landing pages

- Finalize design and layout and build emails and landing pages
- Create a social media promotion plan
- Establish the metrics you will track for reporting purposes

- Test every message on various browsers and devices
- Test donation forms to ensure that they work and that data is captured
- Update website images and calls-to-action on launch date

- Monitor performance of emails and social media posts
- Respond to questions and concerns in a timely manner
- Adjust campaign as needed based on results

About Firefly

We put our technology expertise to work for progressive nonprofits who are tackling today's biggest social challenges. As you bang the drum for change, progress, and equality, our team is here to help. info@fireflypartners.com | 303.515.7155

