

ONLINE FUNDRAISING CHAIR: SAMPLE TIMELINE

Based on a May event

Working with your Event Chair and staff, follow these guidelines.

AUGUST

- Send a “Save the Date” e-mail to let past participants know the date for next year’s Arthritis Walk & promote new Kintera site (if built out)

SEPTEMBER

- Sign up for online Kintera trainings (schedule through your chapter office or staff partner) <https://www.quickbase.com/db/bd7qfbgqc?a=ShowPage&pageid=3>
- Work with staff partner to create a training plan for new participants and Team Captains and an e-mail communication plan
- Create Web site and customize with local information and pictures
- Demonstrate Web site to committee members and teach them to sign up
- Send site launch e-mail to past participants, Team Captains and donors
- Start building year-round e-mail campaigns following communication plan that will be used throughout the campaign
- Create e-newsletter template
- Set deadline for staff and committee members to register and follow up with reminders
- Update Web site with fresh content
- Add local sponsorship information to the scrolling logo box
- Send monthly e-newsletter. Example: *“We’re starting early...last year we accomplished...this year we’re aiming for ____# teams. Sign up now.”*

OCTOBER

- Continue to train and support staff and volunteers
- Send e-mail “Sign Up, Set Up, Send!” registration e-mail reinforcing how easy it is to join online
- Send fundraising e-mail to registered participants – “Thank you for registering. It’s never too early to get started fundraising...”
- Send e-mail to Team Captains – “This is the best time of year to start recruiting...”
- Change home page and create custom pages as needed
- Send monthly newsletter. Example: “The seasons are changing. Here are three tips for getting a head start on holiday fundraising...”

NOVEMBER

- Send a holiday *“Thank you for your support this year...here is some more information about arthritis and the Arthritis Foundation ...”* e-mail with information about arthritis
- Update home page announcing local Honorees or stories from successful team fundraisers (or create a custom page featuring their stories)
- Start recruiting Facebook activists to mention your site and link back to it
- Offer incentives to past Team Captains to register their team online. Example: *“The first five Team Captains to register their team by [date] will receive [donated gift card, etc.]”*
- Send monthly e-newsletter. Example: *“Meet our Honorees...”*

DECEMBER

- Continue training staff and volunteers and be a resource for Kintera questions
- Consider an Online Fundraising Challenge to get teams motivated and fundraising before Kickoff
- Set pre-kickoff homepage message and update site event schedule with information
- Review the site for possible enhancements and update content, photos, etc.
- Send year-end “Thank you...and holiday gift” e-mail to donors
- Send e-mail fundraising tips to participants in newsletter (5 Ways to Raise \$200, Top Team Q&A, Sponsor Spotlight, etc.)
- Send reminder for the kickoff meeting (schedule in advance)
- Create Save-the-Date reminder e-mail and send after Save-the-Date card goes out

JANUARY

(3 weeks prior to Kickoff)

- Online pitch to local paper or weekly, doubles as pre-kickoff media attention. Announce online tool, how easy it is to use and support the Arthritis Walk. Highlight top online fundraising team and participants from prior year
- Give “Arthritis Walk Online” presentation at committee meeting(s)
- After Kickoff invitation goes out, send first e-mail reminder: *“Last week we sent you an invitation...please join us for an exciting celebration...If you want to register early, go to...[Web site address]...”*

(2 weeks prior to Kickoff)

- Update Web site
- Second kickoff e-mail campaign – *“Be the first to the finish line and register before the kickoff...”*

(3-4 days before the Kickoff)

- Third Kickoff e-mail campaign – (from Event Chair, local Honoree, or known community spokesperson): *“I hope to see you Thursday...we really need your help.”*

January Kickoff!

- Feature online fundraising and showcase the Arthritis Walk site. Give short demonstration or PowerPoint on how to register (if you have a live internet connection do it online); highlight the benefits of online fundraising
- Provide “How to Register Online” handouts and contact information for assistance
- Collect e-mail addresses for all kickoff attendees
- Offer incentive to first 10 Team Captains who register online and send out their first recruitment e-mail (you can pull reports to determine the winners)
- Send reminder for the first Team Captain meeting (schedule in advance)
- Send monthly e-newsletter. *Example: “Our 2010 Arthritis Walk Kickoff was an amazing success. We now have _____ dollars raised to date and _____ teams registered online..., etc.”*

FEBRUARY

(1 week after Kickoff)

- Update home page text with post-kickoff message
- Send post-kickoff “Thank you...” e-mail with focus on team recruitment, fundraising ideas, and a reminder about first Team Captain meeting
- Send out first Online Fundraising Challenge – use donated entertainment, food, spa packages as an incentive

(1 week prior to the February Team Captain meeting)

- Send Team Captain reminder e-mail
- Attend February Team Captain meeting to share tips and motivate teams to sign up online

(Last week in February)

- Create e-mail challenge with the Event Chair and staff partner for challenges, like an incentive to the Team Captain with the most members signed up online by a certain date, an incentive to the highest fundraiser by a certain date, etc.
- Team Captain meeting – present online fundraising progress report to attendees with another offer for assistance if they need it; announce e-mail challenge; introduce and encourage social networking opportunities with your fundraising site (blogs, widgets, Facebook) and show how they might work; ask for help in identifying volunteer social networking activists who can promote the Arthritis Walk on their pages
- Post a story highlighting someone with arthritis, preferably one with successful online fundraising
- Announce e-mail challenge on Web site
- Send encouragement e-mail. Example: *“Tell 3 people,” “Recruit a buddy...,” etc.*
- Spotlight early starters-contact them and ask if you can feature them on the home page or in monthly newsletter
- Send monthly e-newsletter. Example: *“February is advocacy month and your Arthritis Walk is one of our strongest voices for change...” (to be approved by staff partner)*

MARCH

- Update site after Team Captain meeting; (ex: link to team videos or Arthritis Foundation videos on YouTube , links to Facebook, photo galleries, and other features that generate traffic
- Challenge e-mail, encouragement e-mail, etc.
- Send reminder for next Team Captain meeting (schedule in advance) – *“Keep up the good work. Here are some ways to keep up your fundraising momentum...”*
- Send e-mail to participants. Example: *“How to get the most out of your online fundraising tools...”*
- Continue to offer training and assistance
- Provide online fundraising progress update at the Team Captain meeting
- Send monthly e-newsletter. Example: fundraising tips, highlight a corporate team, etc.

APRIL

- Update site after Team Captain meeting with message highlighting keys to success, Bank Day/Night details, leading teams/participants, corporate sponsors, national Honorees, etc.
- Send reminder and details for next Bank Day/Night (schedule in advance)
- Send monthly e-newsletter. Example: *Arthritis doesn’t take a vacation...before you leave for spring break sign up for the Arthritis Walk...”; include Arthritis Walk updates, last-minute fundraising tips, etc.*
- Send out second Online Fundraising Challenge – consider using “Day of Event Experiences” as an incentive, like Up-Front Parking, VIP Tent access, special breakfast/lunch, etc.

MAY

- Update site at least once a week with beginning of countdown
- Send *“May is Arthritis Awareness Month”* message and challenge
- Send *“10 Days Out...”* e-mail (ex: *“How to raise \$200 in 10 days...”*)
- Send *“5 Days Out...”* e-mail (ex: *“The countdown begins...race to the finish...”*)
- Day before the event send *“Tomorrow we’re going to change lives. Join us...”* e-mail

(Event day)

Get testimonials on Arthritis Walk experience – post them on the Web site (*ex: “I just crossed the finish line, and it was a powerful experience...”*)

(*Post-event*)

- Post-event message, editorial letter, etc. – highlight online
- Update site with results, thank you message, and where the money goes
- Send “Thank you...”e-mail to Team Captains and participants announcing results and wrap-up party date; include a reminder that the site will still be open for online fundraising
- Send reminder for wrap-up party
- Send post-event e-newsletter announcing top teams and participants. Highlight awareness info; link to survey requesting feedback on the event. Send feedback to the Event Chair and staff partner

JUNE

- Send wrap-up party reminder
- Wrap-up party – Highlight award winners and start recruiting for next year.
- Final season e-newsletter: Arthritis Walk results; thanks to committee and sponsors; feature top teams and fundraisers
- Send out survey and forward comments to Event Chair and staff partner
- Send out third and final Online Fundraising Challenge, focusing on post-event fundraising – use donated items as incentives, or see if another Chapter event would be willing to give tickets as a incentive, i.e. Two tickets for Bone Bash or two entries for Jingle Bell Run

JULY

- Pull reports for the Event Chair and staff partner to measure final numbers in area like top fundraising teams, top fundraising participants, participant average raised, etc.