

Promotional Plan Launch Calendar

We discussed in a previous lesson what you should be doing during each week of your 90-Day Digital Giving Launch Plan. For a successful campaign, though, you need to delve deeper than just individual weekly segments. It's important to create a promotional plan launch calendar that lays out the exact steps you'll need to take every single day of this 3-month period.

Why is Planning Important?

This fine-tuned planning may seem a bit excessive, but you'll quickly learn how important it is to your success. Proverbs 21:5 tells us that *"The plans of the diligent lead surely to abundance, but everyone who is hasty comes only to poverty."* It may seem tempting to simply push all your messaging out at once, but this hastiness can destroy the hard work you've committed thus far.

Creating a specific plan for each day of the 90-day launch period will help you better manage time efficiently. You'll also be able to improve the allocation of your resources to ensure they have maximum impact when they're utilized. Perhaps the best part of planning, however, is the ability to monitor goals and prepare to deal with unforeseen occurrences.

As they say: *Man plans, and God laughs.* When you plan properly, though, you'll be better prepared if something goes awry.

Utilizing Social Media During 90-Day Launch

One of the areas you can easily avoid potential mishaps - mostly because you can plan out posts months in advance - is social media. The full DonorWerx Framework goes into great detail about how to utilize these platforms during your 90-day launch, but it's important to have a basic understanding before starting out.

Facebook and other social platforms can be used to drum up engagement before your campaign even kicks off. Sharing videos and images that elicit emotion can help build your reach, and you can even add a "button" on Facebook for people to submit their email addresses. As you've probably already guessed, a sizeable email list can do great things for your fundraising.

One of the most important ways you'll utilize social media, though, is by letting congregants know that something big is coming. When you look at companies that work in the experience economy, you'll see that this is a normal occurrence. In August 2015, for instance, Apple told everyone "*something big*" was happening at their September 9th event.

A month later, the watchOS 2 was previewed, the Apple TV update was released, and the iPhone 6S was announced. People love to know something big is coming, so give them a little excitement to look forward to!

What Emails are Going When?


By planning out your social media posts in advance, you can focus on other important tasks. One of the most important of these tasks is sending specific emails on certain days. The Marketing Asset resources you've downloaded include several emails that need to be sent during the 90-day launch, and each of them need to go out on a specific day.

This is important because you're building your donors up to the much-anticipated "drop." By "dripping" information throughout the 90-day period, you'll keep congregants engaged all the way up to the big day. These messages will also serve as periodic reminders that your church offers a variety of digital tools - including the ability to tithe and give online.

Integrating the Launch with Sunday Services

All these digital tools are essential. After all, you are launching a digital giving campaign. It's essential that your calendar during the 90-day launch plan also includes, however, information on integrating the launch into your traditional Sunday services. A simple reminder that *something big* is coming can go a long way, but don't be afraid to dream a little bigger.

Take a moment and ask yourself how you can build a sermon around the importance of giving. Better yet, can you build a lesson around giving *digitally*? In Genesis 11:6, the Lord says that nothing we propose will be impossible. Luke 8 tells us that we should use our knowledge to sow seeds in as many types of soil as possible. 2 Chronicles tells us about engines in Jerusalem invented by cunning men.



All of this is to say that man should use technology to do God's work, and digital giving is a great way to accomplish this! However you go about it, always find a way to integrate your launch with your Sunday services.

Delegating Responsibilities

The last thing you should have on your calendar is specifics on who is handling each aspect of the launch. By now you've hopefully delegated responsibilities for your staff, and you should be sure to delineate between your external and internal launches.

Even though your internal launch is more of a dry run among committed staff members and congregants, you should still put effort into the necessary tasks. It's the information you gather from these individuals that will make your external launch a success.

By including information regarding who is responsible on your promotional plan launch calendar, you'll ensure that *everyone* can keep up with their duties while also increasing accountability. This will do great things for your 90-day launch plan.

Putting Your Plan into Action!

Now that you've got your calendar prepared, you're likely wondering what comes next. As it turns out, you're finally here. Put your plan into action and move forward. You'll have a few tasks to undertake involving getting feedback and creating reports for your campaign, but other than those, you're on the fast track to a successful digital giving campaign!

