

## Sample Timeline

While the timelines for your 90-Day Digital Giving Launch Plan will differ from subsequent campaigns, it's important that you actually write down a timeline for each. This will keep you on track and accountable for everything you do. It will also help keep others accountable for the tasks assigned to them.

The following is a simple timeline created for reference purposes. As you can see, this doesn't have to be some amazing graphic design that gets shared everywhere. Simply having set goals for specific days shared among your team is enough. Make sure to make changes where appropriate to fit better with your team and culture.

# Week One

## SUNDAY

Introduce the campaign. Cast big vision. Share the clear target of the campaign. Preach on giving: *inspire, don't inform*. Ask people to fill out a card that says, "I'm interested in giving. Send me the link."

\*\*\* Getting the word out is your foremost concern. Let congregants know how their contributions are making the world a better place. Invite them to immediately engage. \*\*\*

## MONDAY

Send two emails: one to people who filled out the card, and one to people who didn't.

\*\*\* This step ensures you maintain engagement with those you've already "hooked" while offering another opportunity to snag those who "got away."

## THURSDAY

Pastor blogs (or uses some other form of communication) to talk about why he is giving.

\*\*\* It's important for the pastor to lead by example. Your messaging should reflect commitment while inspiring others to give as well. \*\*\*

# Week Two

## *SUNDAY*

Highlight one area of need inside or outside of your church. Ask people to fill out an information card.

\*\*\* This step is cementing in people's minds that their contribution will have real effects. Offer another opportunity for engagement. \*\*\*

## *MONDAY*

Send an email to everyone who filled out the card.

\*\*\* Once again, this step is geared towards constant donor engagement. \*\*\*

## *THURSDAY*

Mail a letter to everyone in your congregation.

\*\*\* Like announcements during service, this step will cast a large net and increase your chance of "catching" someone. \*\*\*

# Week Three

## *SUNDAY*

Highlight one area of need inside or outside of your church. Ask people to fill out an information card.

\*\*\* Each service should serve as an opportunity to remind congregants of specific needs and offer them a chance to get involved. \*\*\*

## *MONDAY*

Send an email to everyone who filled out the card.

\*\*\* Continued engagement. \*\*\*

# Week Four

## SUNDAY

Highlight one area of need in or outside of your church. Ask people to fill out a card. Give a final push to the campaign.

\*\*\* Confining your campaign to four weeks will keep congregants actively engaged and create scarcity (i.e. they know their opportunity to give to this campaign is ending soon). Remind people of the need, offer them a chance to get involved, and give a final push that mentions the impending deadline. \*\*\*

## MONDAY

Send an email to everyone who filled out the card.

\*\*\* Ensures congregants who came in at the eleventh hour remain engaged. \*\*\*

# Week Five

## SUNDAY

Celebrate what happened during the campaign!

\*\*\* Celebration reminds everyone of why they're working so hard and gives you time to reflect. \*\*\*

## MONDAY

Start sending thank you notes to everyone who participated.

\*\*\* A simple "thank you" can go far in letting donors know they're appreciated. This increases the likelihood that they'll give again. \*\*\*