



FUNDRAISING CHALLENGE

WEEK 3

- Fill out your 2020 calendar.

WEEK 8

- Perform an audience analysis.*

WEEK 13

- Develop group volunteer activities.

WEEK 18

- Segment your donors.*

WEEK 23

- Discover new technologies.

WEEK 28

- Set your volunteers and peer-to-peer fundraisers up for success.

WEEK 33

- Learn something new for year-end.

WEEK 38

- Write your year-end social media appeals.

WEEK 43

- Check that your donation button is extremely visible.*

WEEK 48

- Put a year-end thank you message on your site.

WEEK 4

- Learn something new.

WEEK 9

- Gather inspiration for your next event.

WEEK 14

- Get on the agenda for your nonprofit's next board meeting.

WEEK 19

- Test new tactics on your donation forms.

WEEK 24

- Send an acknowledgement message that your donors will love.*

WEEK 29

- Review your budget.

WEEK 34

- Review your email appeals from the last year.*

WEEK 39

- Start looking for a matched donation.

WEEK 44

- Figure out a process to send thank yous quickly.*

WEEK 49

- Turn your staff's out-of-office messages into year-end appeals.

WEEK 5

- Perform an audit of your social media profiles.

WEEK 10

- Collect two recent testimonials and pictures to use in your spring appeal.

WEEK 15

- Develop a donor survey.*

WEEK 20

- Make sure your existing email templates look great.*

WEEK 25

- Test the donor experience on mobile.

WEEK 30

- Take a video.

WEEK 35

- Review the visuals/stats on your website.

WEEK 40

- Test your donate button on your website.

WEEK 45

- Revamp your thank-you template (again).*

WEEK 50

- Take care of yourself.

WEEK 1

- Review last year's progress.

WEEK 6

- Send Valentines to your donors and volunteers.*

WEEK 11

- Build a marketing plan for your spring appeal.

WEEK 16

- Connect with a donor.

WEEK 21

- Tell people how to get in touch with you.

WEEK 26

- Check up on your board's fundraising progress.*

WEEK 31

- Get out of the office and compare notes.

WEEK 36

- Gather stories for your end of year appeals.

WEEK 41

- Put your recurring donation option front and center.*

WEEK 46

- Keep an eye out for great appeals.

WEEK 51

- Send a year-end text appeal.*

WEEK 2

- Resolve donation duplicates in your DMS.*

WEEK 7

- Create a social media plan for the year.

WEEK 12

- Consolidate your lists of volunteers and event attendees.

WEEK 17

- Revamp your thank-you template.*

WEEK 22

- Send a text message to your donors.*

WEEK 27

- Let people opt-in to hear from you.*

WEEK 32

- Automate the collection of impact stories.

WEEK 37

- Set goals for year-end.

WEEK 42

- Get your board ready to help with donor acknowledgements.*

WEEK 47

- Shout out to your donors on social media.

WEEK 52

- Send a final year-end email appeal.*

*Network for Good's all-in-one fundraising software makes this week's challenge easy! Request a demo to learn how.