**Open Challenge Communications Calendar**

Use the chart to set your own goals, help you strategize, and plan your communications during the Open Challenge. Use the blank calendar to keep your communications organized.

Note: You don’t have to use all forms of communication on the chart. We encourage you to use the ones that work best for your organization. Feel free to add or remove rows on the chart to your preference.

**EXAMPLE:**

|  |  |  |  |
| --- | --- | --- | --- |
| Type of Communication:*Website* | Goal: *Attract more viewers to our GlobalGiving project page from our organization website homepage.*  | How:1. *Add a GlobalGiving widget or link to our website homepage.*
2. *Write a blog post about the Open Challenge.*
3. *Create a promotional video about our project’s participation in the Open Challenge.*
 | When:1. *Add link to GG Project page on DAY 1 of the Challenge*
2. *Publish blog post with Challenge updates on DAYS 2, 12*
3. *Post promotional video to website within the first 2 days of the Open Challenge*
 |

**TIPS:**

* Reach out to your networks before the Open Challenge starts to let them know what the challenge is, when it starts, and how they can help you.
* Don’t forget to keep your donors informed about Open Challenge Bonus Days
* Thank your donors soon after they give to your project. Donors that have been thanked are more likely to donate again than donors that aren’t thanked.
* Be sure to evaluate your methods of communication regularly and re-adjust your communications strategy accordingly to ensure that your communications are effective in attracting and retaining donors.
* Adjust your communications to fit the audience you are addressing. Donors are much more responsive to personalized and appropriately targeted messages

|  |  |  |  |
| --- | --- | --- | --- |
| Type of Communication | Goal | How | When |
| Outreach E-mail |  |  |  |
| Thank you E-mail |  |  |  |
| Website |  |  |  |
| Phone Calls |  |  |  |
| Newsletters |  |  |  |
| Fundraising Events |  |  |  |

This calendar is intended to help you plan your different forms of communication during the Open Challenge. Fill in the calendar with your organization’s communications.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **DAY 1** | **DAY 2** | **DAY 3** | **DAY 4** | **DAY 5** | **DAY 6** | **DAY 7** |
| **DAY 8** | **DAY 9** | **DAY 10** | **DAY 11** | **DAY 12** |