

# Sample Fundraising Calendar: GlobalGiving Open Challenge

We put our heads together at GlobalGiving and created this example calendar of things we would do during an Open Challenge to raise \$4,000 from 50 donors. Use this example to get your own creative juices flowing!

<p>Send launch email, post link to project page on Facebook, and add GG widget to homepage.</p> <p style="text-align: center;"><b>Day 1</b></p>	<p>Create a team of fundraiser captains. Set goals for each team member. Develop a strategy for outreach.</p> <p style="text-align: center;"><b>Day 2</b></p>	<p>Have fundraiser captains set up their own GG <a href="#">fundraisers</a> to help raise money. Have captains use fundraiser link to do outreach.</p> <p style="text-align: center;"><b>Day 3</b></p>	<p>Send press release to local newspaper announcing participation in Open Challenge. Update Facebook and Twitter.</p> <p style="text-align: center;"><b>Day 4</b></p>	<p>Post a blog post on our organization's blog about Open Challenge. Put link to blog on Facebook page and Twitter.</p> <p style="text-align: center;"><b>Day 5</b></p>	<p>Use GlobalGiving's "Thank you" option to write personal thank you emails to donors. Update Facebook and Twitter.</p> <p style="text-align: center;"><b>Day 6</b></p>	<p>Create a Youtube video about our organization, the Open Challenge, and why donors should give. <a href="#">Example.</a></p> <p style="text-align: center;"><b>Day 7</b></p>
<p>Update Facebook and Twitter.</p> <p style="text-align: center;"><b>Day 8</b></p>	<p>Organize team meeting to assess our success thus far and develop a strategy for the upcoming week.</p> <p style="text-align: center;"><b>Day 9</b></p>	<p>Send weekly email to entire network. Tell a story about a beneficiary and include photos. Update Facebook and Twitter</p> <p style="text-align: center;"><b>Day 10</b></p>	<p>Make presentation to Wednesday-night book club about Open Challenge. Make sure to have computer available.</p> <p style="text-align: center;"><b>Day 11</b></p>	<p>Use GlobalGiving's "Thank you" option to write personal thank you emails to donors. Update Facebook and Twitter.</p> <p style="text-align: center;"><b>Day 12</b></p>	<p>Host an off-wide bake sale to raise funds for the Open Challenge! Update Facebook and Twitter.</p> <p style="text-align: center;"><b>Day 13</b></p>	<p>Organize a presentation to a local University group about organization and Open Challenge.</p> <p style="text-align: center;"><b>Day 14</b></p>
<p>Update Facebook and Twitter.</p> <p style="text-align: center;"><b>Day 15</b></p>	<p>Team meeting. Update Facebook and Twitter.</p> <p style="text-align: center;"><b>Day 16</b></p>	<p>Send weekly email to entire network. Be sure to specify how much money has been raised and how much remains.</p> <p style="text-align: center;"><b>Day 17</b></p>	<p>Write a letter to the editor of local newspaper about our organization and the Open Challenge. Update Facebook and Twitter</p> <p style="text-align: center;"><b>Day 18</b></p>	<p>Organize a one-day fundraising campaign. Give donors an incentive to give on this day.</p> <p style="text-align: center;"><b>Day 19</b></p>	<p>Host an off-line fundraising event! Organize a dinner party or a happy hour. Advertise on Facebook and Twitter.</p> <p style="text-align: center;"><b>Day 20</b></p>	<p>Post pictures and results from off-line fundraiser on Facebook and Twitter.</p> <p style="text-align: center;"><b>Day 21</b></p>
<p>Give presentation at local church service about our organization and the Open Challenge.</p> <p style="text-align: center;"><b>Day 22</b></p>	<p>Team meeting. Update Facebook and Twitter.</p> <p style="text-align: center;"><b>Day 23</b></p>	<p>Send weekly email to entire network. Emphasize the upcoming deadline and encourage supporters to donate <i>now!</i></p> <p style="text-align: center;"><b>Day 24</b></p>	<p>Post a follow-up blog post our organization's blog. Put link to blog on Facebook page and Twitter.</p> <p style="text-align: center;"><b>Day 25</b></p>	<p>Send personalized emails directly to individuals who haven't yet donated. Update Facebook and Twitter</p> <p style="text-align: center;"><b>Day 26</b></p>	<p>Send personalized emails directly to individuals who haven't yet donated. Update Facebook and Twitter</p> <p style="text-align: center;"><b>Day 27</b></p>	<p>Send personalized emails directly to individuals who haven't yet donated. Update Facebook and Twitter</p> <p style="text-align: center;"><b>Day 28</b></p>
<p>Organize your biggest supporters and work together to call your supporters for one last appeal! And send out a final appeal email.</p> <p style="text-align: center;"><b>Day 29</b></p>	<p>Host a "last day of the Challenge" party. Make sure to have a computer available so attendees can make last minute donations!</p> <p style="text-align: center;"><b>Day 30</b></p>	<p><b>January, March, May, July, August, October, and December</b></p> <p style="text-align: center;"><b>Day 31</b></p>				