

# Communications Timeline



## Early June

01

Email a reminder to your Board, staff, and volunteers – let them know that Erie Gives will take place on August 13th and to remember your organization as they plan their gifts for that day.

Post the Erie Gives logo and date to your website and social media.

## Early July

02

Send a note to your previous Erie Gives donors reminding them what they gave last year and asking them to consider increasing their gift for 2024.

Line up your peer-to-peer partners.

## Late July

03

Send a press release or any other communications announcing what you plan to do special for Erie Gives.

Send a reminder about donating by check – include the check form!

## Early August

04

Ramp up countdown communications (online and in-person) to generate excitement.

### Important dates:

- August 6 – Erie Gives registration deadline
- August 13th – 12 AM to 12 AM – Erie Gives online giving / 8 AM to 8 PM – phone support available @ 814.454.0843

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## The big day!

Send out email reminders, call supporters, and be active on social media.

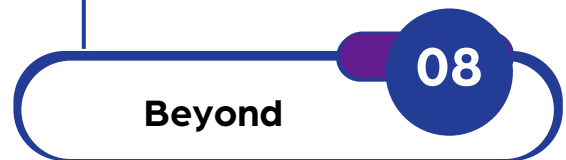


Your donor data is available NOW!  
Start communicating your gratitude to supporters.

Hang tight on final numbers -- The Erie Community Foundation will be working over the next few weeks to apply Bonus Bucks to your total.



Don't forget about the big players!  
Send a note of thanks to the sponsors of the Bonus Bucks - they're integral to extending an Erie Gives dollar.



Don't lose momentum with your Erie Gives donors - steward this group and incorporate them into your donor pipeline.

Take advantage of NPP programming!

## Reminders:

- Make sure check donation forms are in by August 9th (August 13th at the latest)
- Checks will be sent in the mail - mid-September
- Don't sign up for Erie Gives and expect money to roll in... put the work in. NPP & ECF are here to help!