



MAKE IT SOCIAL

S

SHORT AND SWEET

Digital campaigns are best when kept to 2 weeks or less. The longer the time, the less momentum.

O

OVERALL GOALS

Clearly state your goals - dollars raised, number of participants, average donation.

C

COMMUNICATE

A picture is worth a thousand words! Use photos or videos when possible in your communication and storytelling. This helps connect people to the mission.

I

IMPACT

Provide impact statement - what does my donation do at various levels? Download materials in the Campaign Toolkit.

A

ACCELERATE SUCCESS WITH GAMES

Daily prizes, trivia, raffles, etc. are a great way to keep people connected. Consider having prizes for those who reach their personal or team goal.

L

LIVE UPDATES ON GOAL PROGRESSION

Celebrate your wins! Keep momentum going by celebrating wins and keeping the progress of the campaign at the top of all communication.