

LONG BEACH GIVES 2020 CAMPAIGN TIMELINE

TUESDAY, MAY 19, 4-5 PM

Orientation Session I

THURSDAY, MAY 28, 10-11 AM

Orientation Session II

WEDNESDAYS, JUNE 3 & 17, 1-1:30 PM

Circle of Champions #SHOPTALK

TUESDAY, JUNE 9, 1-2:30 PM

Social Media & Online Marketing Training

TUESDAY, JUNE 23, 1-2:30 PM

Digital Asset Creation (images, flyers, etc) Training

TUESDAY, JUNE 30, 1-2:30 PM

Recruiting Peer Fundraisers Training

TUESDAY, JULY 7, 1-2:30 PM

Fundraising Training

WEDNESDAYS, JULY 8 & 22, 1-1:30 PM

Circle of Champions #SHOPTALK

TUESDAY, JULY 21, 1-2:30 PM

Storytelling Training

TUESDAY, JULY 28, 1-2:30 PM

Using Data to Make Your Case Training

TUESDAY, AUGUST 4, 1-2:30 PM

CiviCore Platform Training

WEDNESDAYS, AUGUST 5 & 19, 1-1:30 PM

Circle of Champions #SHOPTALK

TUESDAY, AUGUST 18, 1-2:30 PM

CiviCore Peer2Peer Fundraisers Training

THURSDAY, SEPTEMBER 17

Soft Launch (early giving goes live)

THURSDAY, SEPTEMBER 24, 2020

APRIL-MAY

- Information Sessions
- Application Deadline

JUNE

- Identify your organization's Champion
- Secure matching gift sponsor
- Sign Participation Agreement

JULY

- Announce matching gift (press, social, email, etc.)
- Recruit peer fundraisers

AUGUST

- Build your giving day page on CiviCore platform
- Announce giving day page (press, social, email, etc.)
- Draft email and social media copy and design images for promotion leading to giving day (provide these for peer fundraisers as well)

SEPTEMBER

- Send announcements about soft-launch on 9/17
- Start weekly, then daily posts (and scheduled emails) about giving day

LONG BEACH
Gives
SEPTEMBER 24, 2020