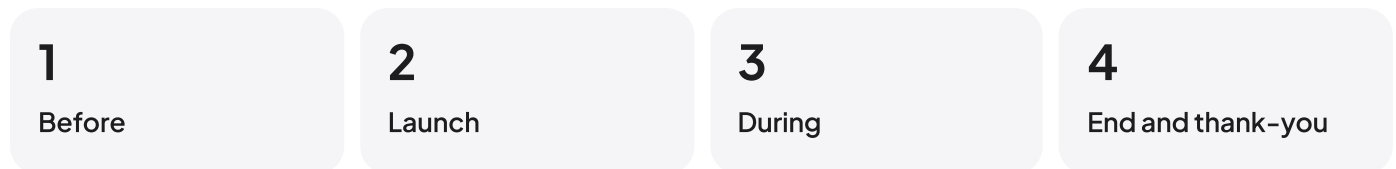


Keeping your fundraiser alive to the very end

Communication calendar for a fundraiser

A fundraiser needs sharing more than once. Here is a typical four-week calendar, to adapt to the length of yours.

The key steps



1 The typical calendar

When	What	Where
D-7	Tell the committee and volunteers, and ask them to give first	Meeting, WhatsApp group
Launch day	Official announcement with the link and a photo	Social media, email, WhatsApp
D+3	Thank the first donors, show the gauge	Fundraiser update, social media
D+10	Poster with QR code on your premises, announcement at a gathering	Premises, events
Halfway	"We're at 50%" with a new photo	Update, email
3 days to go	Final days: reminder of how much is still needed	Social media, WhatsApp, screen
End	Result and thanks	Update, email to donors
Later	Photos of the completed project	Update, social media

2 The messages to prepare

- ☐ The launch announcement (3 or 4 sentences + the link)
- ☐ A short reminder, with an up-to-date figure
- ☐ The final-days message
- ☐ The thank-you message with the result

3 The channels

- The fundraiser's "Share" button: WhatsApp, Facebook, X, Telegram, text message, email.
- The poster with QR code, to print from the same panel.
- The on-screen display during your gatherings.
- The "Embed on my site" widget for your website.

Key takeaways

- ✓ Every reminder brings in new donations: don't be afraid to talk about the fundraiser again.
- ✓ Always give an up-to-date figure: the amount, the percentage, what is left to raise.
- ✓ The last message is a thank-you, with the result.

Find the full course, with videos and step-by-step instructions, at donoor.org/en/formations/cagnotte