**The Big Give**

**Date:** June 10, 2020

**Category:** Flash Fundraiser

**Fundraising Goal:** $3,000

**Purpose:** To secure funding for the sustainability of OEP and to demonstrate our critical presence in the nonprofit sector of Columbus and, more generally, Ohio.

**Strategies:**

1. Promote the event through our social media channels to spread awareness and garner support.
   1. Create a content calendar for the month leading into The Big Give
      1. Content to include: General event info, OEP impact, teacher testimonials, etc.
   2. Post once a week, on all channels, for a month leading into The Big Give
      1. Channels to include: Facebook and Instagram
2. Promote the event through our newsletter to spread awareness and garner support.
   1. Create MailChimp lists segmented by “Participants” and “Partners”
      1. Participants to include teachers
      2. Partners to include Board, Education Partners, Funding Partners
   2. Send two newsletters ahead of The Big Give
      1. Content of first newsletter: general event info and why it is important
      2. Content of second newsletter: event reminder and tools to promote
3. Promote the event on our website to spread awareness and garner support.
   1. Create a Home Page announcement
      1. Link to The Columbus Foundation
   2. Add to Calendar of Events
      1. Link to The Columbus Foundation
   3. Create a Banner
      1. Link to The Columbus Foundation

**Stewardship:**

1. Share fundraising total and thank you via social media/newsletter/website
   1. To be posted/sent June 11, 2020
2. Digital thank you to donors
   1. To be sent June 12, 2020
3. Personalized letter to donors with option of personal message
   1. Board, Staff, Partners – Shauni
   2. Teachers, Individuals, New Donors – Jess
   3. Deadline – June 19, 2020

**Administrative Action Plan**

1. All donors added to Salesforce with updated information and amount given
   1. Can be used in future appeals/as a reference
2. All donors to be included on donor list (website) and in Annual Report