

2026 COMMUNICATIONS



Checklist

PHASE 1: BEFORE CAMPAIGN LAUNCH (NOW – NOV 12, 2026)

- ☐ Announce your participation and fundraising goal
- ☐ Prepare social posts (schedule them if possible)
- ☐ Collect photos, videos and stories of impact
- ☐ Line up a challenge gift(s) or early donors to build momentum
- ☐ Rally staff, board and volunteers to share your posts

PHASE 2: DURING CAMPAIGN (NOV 12 – DEC 31, 2026)

- ☐ Add MC Gives! logo, link and branding to your website, e-signature, newsletters...
- ☐ Post consistently with compelling images & stories
- ☐ Always include a call to action: link or QR code to donate
- ☐ Highlight your mission & impact – show, don't just tell
- ☐ Leverage Giving Tuesday (Dec 1, 2026) with a special push
- ☐ Share progress with a goal thermometer, countdown or milestone post
- ☐ Ask your network (staff, board, supporters) to repost and amplify
- ☐ Highlight bonus award opportunities

PHASE 3: AFTER CAMPAIGN (JAN 2026)

- ☐ Thank your donors publicly (social media, email, newsletter)
- ☐ Share your final fundraising total & community impact
- ☐ Spotlight a story or quote from a beneficiary
- ☐ Thank staff, board and volunteers who helped spread the word
- ☐ Save best-performing posts and graphics for next year's toolkit as templates