Marketing & Outreach Checklist

NOW

- Review Nonprofit Toolkit on OldBills.org
- Create or update your Nonprofit Directory listing at cfjacksonhole.org.
- Establish your communications plan/timeline and goals.
- Develop ideas on how to promote your nonprofit.
- Upload impact photos to oldbills.org.

JULY

- Recruit social media ambassadors (committed supporters, board members, staff) to use their accounts to cheer you on throughout the Giving Season.
- Make sure emails from the Community Foundation are hitting your inbox! The Foundation team will be sending important info from now through September, and we don’t want you to miss anything. Add cfjacksonhole.org to your safe sender list.

AUGUST

- Start posting on social media: 1x a week on Facebook and Instagram. Note: Be sure to use the hashtag #OldBills2020.
- Promote your participation in Old Bill’s through email blasts, newsletter articles, etc. Be sure to tell your story and share your goal. Ask for support.
- Assign staff and volunteer roles for week-of and day-of-events.

SEPTEMBER

- Confirm volunteer and staff responsibilities for your “Countdown Week” festivities.
- 8-12 Increase posting on social media: daily on Facebook and Instagram. Give teasers of your “Countdown Week” festivities. Let your followers know where you will be celebrating Run Day Reimagined.
- 8-11 Host a “Countdown Week” celebration for your nonprofit.
- 12-18 During and after Run Day Reimagined, share pictures of your organization in action on social media and in your e-newsletter. Share photos and videos with the Community Foundation via email – info@cfjacksonhole.org.
- 14-18 Share the video from Run Day Reimagined with your stakeholders.
- 1-18 Pick-up and Distribute Yard Signs