



## **One-Week Rollout Plan | Fundraiser Launch Kit**

Once you've finalized your message and launched your campaign page, it's time to start promoting. This simple one-week rollout plan gives you a clear path to build momentum, keep your audience engaged, and hit your fundraising goals with confidence.

### **Day 1: Announce Your Campaign**

- Send your official launch email (use template #1).
- Post your launch message on your primary social media channel(s).
- Send a personal message to your closest supporters asking them to be the first to donate and share.

### **Day 2: Share Your “Why”**

- Use a post or email to tell the story behind your fundraiser.
- Focus on the impact: who benefits and how.
- Consider a short video or photo to humanize your message.

### **Day 3: Highlight Early Momentum**

- Celebrate progress (“We’re 30% of the way there!”).
- Thank your early donors publicly.
- Put a new spin on your message—share a donor quote, an impact stat, or a surprise milestone.

### **Day 4: Add Urgency**

- Remind your audience that every donation helps.
- Emphasize time-sensitivity (“Just 3 days left!”).
- Share a quick “FAQ” or behind-the-scenes update.

### **Day 5: Mid-Campaign Boost**

- Use a new testimonial, photo, or story to reignite interest.
- Share a feel-good story, a new photo, or a progress update to spark fresh energy.

- Ask your audience to reshare—even if they’ve already donated.
- Consider a fun mini-challenge (e.g., “Can we get 10 donations by dinner?”).

## **Day 6: The Personal Ask**

- Text or DM your top 10 potential donors individually.
- Repost your campaign on your own page with a personal note.
- Ask team members or partners to do the same.

## **Day 7: Final Push**

- Send your final campaign email (“Last chance to help!”).
- Post a countdown or progress bar update.
- Share gratitude in advance—and set up a thank-you message for donors.

## **After Day 7: Keep the Gratitude Going!**

Send a thank-you message to your donors, share results, and let them know what happens next. It’s a great way to keep supporters engaged for future campaigns.