

Give BIG Lexington 2022 Checklist

Task	Deadlines / Timelines
Registration deadline	Aug. 31, 2022
Give BIG Lexington donation site goes LIVE	Sept. 15, 2022
Determine your marketing campaign for GBL.	Sept. 15 - Oct. 1, 2022
Release information to supporters about involvement in GBL (email, mailer, social media posts, events, etc.)	Oct. 1 - Oct 30, 2022
Create and schedule dates and times for posts and email blasts during Give BIG. This will help with efficiency that day	Nov. 1 - Nov. 8, 2022
Post/email to gather support for Thursday. Use links & graphics explaining the ways to give.	Nov. 8 - Nov. 9, 2022
Be Active & Show Excitement on November 10th!	GBL
Thank supporters through social media and/or media.	Nov. 12, 2022
Receive donor information from LCF.	Dec. 15, 2022
Send personal “ Thank You ” for each donation given to you on GBL. It is important to send these Thank You notes promptly.	Dec. 22, 2022
Keep your Mighty Cause donation page up-to-date throughout the year. Contact LCF when you have any content to add or change.	Ongoing