

Campaign Checklist

Campaign Request submitted and approved by Beracha

- Approval will be given via email after a review period. Typically within 24 hours

Campaign Agreement submitted and approved by Beracha

- Approval will be given via email after a review period. Typically within 24 hours

Successfully Logged into the Giving Tuesday website

- If you are having trouble with this please contact support at support@beracha.org

Request sent to Beracha to install the Campaign Goal Calculator module on your website.

- Requests can be submitted here: <http://smallthingsgreatlove.org/campaign-goal-calculator>
- Beracha will set up an unpublished fundraiser on your website for Giving Tuesday and activate the calculator module for you.
- The fulfillment of this request is typically 2-3 business days for full implementation.

Campaign Charter Actions:

- Resources can be found here: <http://smallthingsgreatlove.org/campaign-charter>
- 3 months:
 - Send out 3 month printed step mailer
- 2 months:
 - Send out 2 month printed step mailer
 - Send out "Unique Giving Opportunity" eNews Blast

- 2 weeks:
 - Send out 2 week printed step mailer
 - Send out “The Goal” eNews Blast
- 1 week:
 - Send out “Social Share” eNews Blast
- Giving Tuesday:
 - Send out “Day of Giving Tuesday – Impact” eNews Blast
 - At 75% to goal, Send out “Almost There” eNews Blast
 - At 100% to goal, Send out “Reached Our Goal” eNews Blast
- Extended Campaign (If requested and approved)
 - Send out “Extended Giving Tuesday Offer from Beracha” eNews Blast
 - Requests must be submitted prior to noon the day of Giving Tuesday

Extended Campaign request

- If you are interested in doing the extended campaign and did not check the box in the Campaign Request, Fill out the form located under “Extended Campaign” on the Small Things Great Love / Giving Tuesday website.
<http://smallthingsgreatlove.org/request-extend-campaign>

Request sent to Beracha to install the Double Your Donation module on your website

- Requests can be submitted here:
<http://smallthingsgreatlove.org/double-donation>
- Beracha activate the module for you.
- The fulfillment of this request is typically 2-3 business days for full implementation.