

Checklist

FRESCO
y Más



Orient



1 month prior to the start of your month, explore and share information about the Program

- Visit the nonprofit Resource Center
- Download the Marketing Toolkit
- Read the FAQs on the Program Website
- Send an Internal Email blast
- Inform volunteers/supporters
- Set a goal for your month in the Program
- Reach out to Program Manager with questions

Broadcast



2 weeks prior to the start of your month, get the word out

- Download the Campaign Calendar
- Post/schedule out Social Media posts
- Use Image Bank templates or create your own
- Send a press release to a local newspaper
- Introduce yourself to the store manager
- Post the news in your town bulletin
- Print and post flyers around town

Ignite



1 week prior to the start of your month, set the excitement ablaze

- Visit the store to see the bag display
- Follow up your press release with reminders
- Update your website
- Post/schedule out Social Media posts
- Use Image Bank templates or create your own
- Share photos of the bags

Launch



The 1st of your month, take flight

- Visit store to check that your sign is displayed
- Send out a Launch Day email blast
- Post/schedule out Social Media posts
- Encourage supporters to buy bags

Boost



2 weeks into your month, fan the flames

- Visit the store to check the sign display
- Post/schedule out Social Media posts
- Send sales updates out to supporters
- Share photos of supporters with bags
- Encourage supporters to buy more bags!

Enjoy



After your month ends, sit back and celebrate!

- Thank your supporters for their help
- Share your donation total on social media
- Confirm the address the check will be sent to
- Receive check in the mail in 10–12 weeks

HAVE QUESTIONS? WE'RE HERE TO HELP!