

## Pre-Launch Checklist

By completing this pre-campaign checklist, you can ensure that all necessary preparations are in place before launching your sustainer campaign, setting the stage for a successful fundraising initiative.

### ☐ Define Campaign Goals and Objectives

Clearly articulate the specific goals and objectives of the sustainer campaign, including fundraising targets, number of new sustainer donors to acquire, and desired impact on your organization's mission.

### ☐ Segment Donor Database

Use donor data to segment supporters based on giving history, demographics, and engagement level. Identify donors who have given smaller amounts, such as \$500 or less, during year-end campaigns.

### ☐ Craft Messaging and Storytelling

Develop compelling messaging and storytelling that emphasizes the long-term impact of sustained giving and the value proposition of becoming a sustainer donor. Tailor messaging to resonate with the targeted audience segment.

### ☐ Create Campaign Assets

Develop visual and multimedia assets to support the campaign, including graphics, videos, landing pages, and social media content. Ensure that all assets align with the campaign messaging and branding.

### ☐ Prepare Email and Social Media Content

Draft and schedule email and social media content to be deployed during the campaign launch period. Develop engaging content that introduces the campaign, highlights its objectives, and encourages supporters to get involved.

### ☐ Prepare Kindest Fundraising Page

Create a Kindest Fundraising Page to be published and utilized throughout the course of your campaign. Create recurring donation tiers to encourage your donor with specific monthly donation amounts on your Fundraising Page.

### ☐ Secure Partnerships or Collaborations

Identify potential partners or collaborators who can help amplify the campaign reach and impact. Reach out to other nonprofit organizations, businesses, influencers, or community groups to explore partnership opportunities.

### ☐ Set Up Tracking and Reporting Systems

Establish tracking and reporting systems to monitor campaign performance and measure progress towards goals. Define key performance indicators (KPIs) and set up analytics tools to capture relevant data.

### ☐ Communicate Internally

Communicate the campaign details, goals, and expectations with internal stakeholders, including staff, board members, and volunteers. Ensure everyone is aligned and equipped to support the campaign effectively.

### ☐ Test & Quality Assurance

Conduct thorough testing and quality assurance (QA) checks on all campaign assets, including donation forms, emails, and website landing pages. Ensure that everything is functioning correctly and is free of errors or technical issues.