

SEPTEMBER

- Prepare for "Dividend Day"
- Write your PCG talking points for media
- Focus on positive impact of gifts *i.e., what your nonprofit provides thanks to individual contributions*
- Create stories: *Explain how gifts allow you to fulfill your mission. Use stories in letters, newsletters, online, social media posts.*
- Draft your acknowledgement letters to donors *Include Tax ID and amount of donation.*
- Plan collaborations with geographic or cause-related organizations

EARLY OCTOBER

- Check www.PickClickGive.org for "Dividend Day" press release and other info
- Send thank you notes to PCG donors
- Call your local reporter
- Post updates and thanks in social media (*your sites and the PCG Facebook page*). *Thank your donors and say a word about the services you provide thanks to PCG gifts.*

OCTOBER & NOVEMBER

- Schedule newsletter content from Dec.- March
- Sign up for PCG training at The Foraker Group
- Include PCG logo link on website and e-signatures through March
- Gather digital content and share on Facebook *Interviews with beneficiaries, photos, testimonials.*
- Team up with like-minded nonprofits *Collaborate on ads, local speaking opportunities. Ask a local business to match your PCG gifts.*

DECEMBER

- Statewide marketing campaign begins early Dec. *Television, radio, social media, etc.*
- Promote your cause and encourage donors to remember you when they file *Include stories of impact.*
- Include a word about PCG in public appearances
- Ask your Board to help (*e-signature with PCG logo*)
- Post updates in social media
- Put PCG logo link on your website, in newsletters, etc.

DECEMBER (LAST WEEK)

- Send emails to donors & posts in social media
- Place paid advertising
- Send press release to local media *Describe the service you provide. List the amount you've received in previous years. Name a realistic goal for this year. Remind people to file PFD and remember your cause.*

JANUARY 1 - PFD FILING BEGINS

Most Alaskans file for PFDs in the first two weeks.

- Schedule your media to peak Jan. 1 through Jan. 20

FEBRUARY

- Continue PCG promotion. *Local ads, collaboration ads, radio call-in, progress press release.*

FEBRUARY 15

- Check www.PickClickGive.org for eligibility application information *Prepare paperwork for next year PCG listing.*

MARCH

- Schedule media push for second half of March *More newsletter, email, social media, radio call-in shows. Pick up the procrastinators.*

MARCH 31

- PCG donor deadline and PCG eligibility deadline

APRIL (FIRST WEEK)

- Send press release about pledged gifts
- Say thank you via email, newsletter, social media

AUGUST

- Remind donors about "add" deadline of Aug. 31 *Instructions at www.PickClickGive.org. Consider letter, email, social media post.*

1

Go to www.PickClickGive.org and check out the tool kits and resources for organizations and individual Alaska PFD filers.

2

Let your stakeholders know about the website so they can feel confident about the program and their donations.

3

Make a plan to communicate with your existing donors and stakeholders about your listing on the PFD online application.

4

Highlight the opportunity for your donors to give online if you have never had the option before now.

5

Highlight the opportunity for your donors to extend their gifts and give “a little extra” through their PFD.

6

Encourage your donors to let you know they have picked your organization for their gift so you can thank them and connect them to your mission throughout the year.

7

Commit your organization to recognition and stewardship of all your donors.

8

Create meaningful long-term opportunities for transparency and communication with your donors.

9

Download the ad template and use it in your newsletter, website and postcards to each of your stakeholders.

10

Add the Pick.Click.Give. logo and website to your email signature.

11

Create a positive buzz about the statewide media campaign that will begin in December.

12

Celebrate the opportunity that now all Alaskans who file online can give to the organizations they choose.

13

Collaborate with organizations in your community that are on the list to buy local media space and split the cost. It's a great way to highlight all the nonprofits in your area that are part of Pick.Click.Give. – and share the promotional costs.

14

Attend a free training on the Pick.Click.Give program. Sign-up at www.forakergroup.org.

15

Mark these dates on your calendar:

- **January 1** The date Alaskans can file online for the PFD and make Pick.Click.Give. donations.
- **March 31** The last day for Alaskans to file.
- **Today** The perfect time to start communicating with your stakeholders about the program. It's not too early to help Alaska donors learn more about this uniquely Alaska opportunity.

