

RUNNING A FLASH FUNDRAISING CAMPAIGN ON SOCIAL MEDIA DOWNLOADABLE WORKSHEET

Since flash fundraisers happen fast, you're going to need some content already pre-made and a plan in place to execute it.

So let's set some of that up now so you're ready to hit the ground running when you launch a flash fundraiser.

CREATE A FOLDER TITLED "FLASH FUNDRAISER TEMPLATES"

Within this folder, create the following folders:

- ➔ **Cover photos**
- ➔ **Facebook post templates**
- ➔ **Instagram post templates**
- ➔ **Instagram story templates**
- ➔ **Thank you post templates**

Have your graphic designer create the templates, or make some simple templates using Canva.

When you're ready to launch a fundraiser, you can go into this folder and fill out any text or photos in the templates to match your specific campaign.

WRITE OUT YOUR GENERAL PLAN FOR EXECUTING YOUR FLASH FUNDRAISER HERE:

PERSON IN CHARGE OF SETTING UP FUNDRAISER PAGE:

PERSON IN CHARGE OF FILLING OUT CONTENT TEMPLATES:

PERSON IN CHARGE OF POSTING UPDATES AND THANK YOU POSTS:

PERSON IN CHARGE OF LIVE STREAM:

POTENTIAL INFLUENCERS TO COLLABORATE WITH:

PERSON IN CHARGE OF COMMUNICATING WITH INFLUENCERS:

PERSON IN CHARGE OF ENGAGEMENT DURING CAMPAIGN:

PRINT OUT THIS PAGE FOR EACH INDIVIDUAL FLASH FUNDRAISER CAMPAIGN TO PLAN OUT SPECIFICS:

Fundraiser Name: _____

Objective:

Fundraising Goal: _____

Time Frame: _____

Platform(s): _____

Target Audience: _____

Influencers/Partners:

Posting Schedule: _____

Live Session Start Time: _____

AFTER THE CAMPAIGN:

Total Amount Raised: _____

Number of Donors: _____

What Worked Well:

Challenges Faced:

Areas for Improvement:

Lastly, test out all the fundraising features in Facebook and Instagram so you're not fiddling with the platforms when it comes time to launch.

If you have a personal account, you can test out the fundraising features there and figure out where all the buttons are.

Facebook and Instagram also let you run test live streams so you can practice. There's an art to running a livestream, so put yourself in front of the camera and practice talking casually and naturally to your audience.