



OUR NEWS, YOUR VOICE

Presented by: Tammy Schlitz



AGENDA

1	Fundraising Best Practices	11:00am
2	Communications Plan	11:10am
3	Canva Workshop: Tailoring Artwork	11:20am
4	PressPatron	11:25am
5	Q&A	11:35am



FUNDRAISING BEST PRACTICES

DO	DON'T
Give a compelling reason to donate	Neglect the thank you process
Personalise!	Neglect the local context
Ask for regular donations	Assume your readers don't want to give
Use clear messaging	Use vague or un-clear messaging
Express genuine gratitude	Forget to report back on success
Utilise all your platforms	Only ask once

SUSTAINING MOMENTUM

- Everyone receives a **thank-you** (personalise as many as possible)
- **Share** campaign **success** with all supporters
- Keep them engaged - **build a community**
- Keep your **PressPatron** live
- Add a **donate button** to your website/newsletter footer
- Ask for a **second gift** within 90 days



CAMPAIGN COMMUNICATIONS SCHEDULE





THIS IS A SUGGESTED COMMS TIMELINE - IT MAY NOT WORK FOR EVERY MEMBER SO PLEASE ADAPT TO SUIT YOU		
Channel	Date	Content / Purpose
Email and Social Media	14/4	Save the date
Social media	14/4	Change banners/profile pics
All	14/4	Soft launch - something exciting is happening in two weeks
Instagram	21/4	Link in bio changed to donate page
Website	21/4	Change donate link OR add donation link to webpage
Social Media, Email	21/4	1 week to go
Social media	24/4	Feel good stories about why local news matters
Social media, Email	28/4	9am Giving Week Has Arrived
Social media post	30/4	Live feeds and updates throughout the week
Social media & email	1/5	We're halfway through the week update
Social media & email	4/5	We did it! Thank you. We'll send another update next week
Phone calls	5/5	Thank you and update calls to \$500+ donors
Social Media, Email	6/5	Final update on how everything went
Email and Social Media	8/5	Thank you... this is what we've been able to do with your funds



Campaign Portal

This is where you can find everything you for the Our News, Your Voice campaign.

QUICK WINS: CHECKLIST

-  Edit the **social media** tiles/captions
-  Schedule the social media posts
-  Design the suggested **emails** ready to send
-  Schedule the emails



CANVA WALKTHROUGH

The SE Voice ☆

Q Search folder

Type ▾

Newest edited ▾

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Our News. Your Voice_Social... +4 T
1080 x 1080 px • Edited 1 month ago

Our News. Your Voice_Email ... +3 T
600 x 200 px • Edited 1 month ago

Our News. Your Voice_Email ... +3 T
600 x 100 px • Edited 1 month ago

Our News. Your Voice_Digita... +3 T
728 x 90 px • Edited 1 month ago

Our News. Your Voice_1/4 pa... +3 T
127.5 x 87.35 mm • Edited 1 month ago

Our News. Your Voice_1/2 pa... +3 T
LinkedIn Single Image Ad • Edited 1 month ago

Our News. Your Voice_1/2 pa... +3 T
259 x 178.25 mm • Edited 1 month ago

Our News. Your Voice 970 x ... +3 T
970 x 250 px • Edited 1 month ago

ANY QUESTIONS?

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