



# TIMELINE FOR MICDS MADNESS OUTREACH

## **NOW UNTIL MARCH 7: BUILD STRATEGY FOR THE BIG DANCE!**

Prep your outreach in advance of Mar 2 launch

- [Make your own gift](#) if you haven't already – ask yourself why you gave and write that down!
- What's your class goal? (on your class goal spreadsheet)
- Who will help you get there? Focus on renewals first! (your master class roster document shows who gave last year!)
- Craft your message to your outreach list and get ready to launch (are you going to send this via email? Text? Facebook? Carrier pigeon? Use our handy script samples!)
- Always include the GiveCampus link: <https://give.micds.org/micds-madness-2024>

## **MAR 7: MADNESS TIP OFF!**

- Email Blast from School to all alumni in 2009-2019 who haven't made a gift yet this fiscal year
- Start your outreach!
- Share, comment or post on social to drive engagement and awareness

## **MAR 8: PRE WEEKEND BUMP BEFORE THE SLUMP**

- Email Blast #2 from the School to all alumni in 2009-2019 who haven't made a gift yet this fiscal year encouraging them to support and offering weekend giving incentives and raffles
- Continue your outreach
- Share, comment or post on social to drive engagement and awareness

## **MAR 9-10: FINAL FOUR**

- Share, comment or post on social to continue to drive engagement and awareness
- Thank your classmates for giving
- Remind classmates of weekend giving incentives and raffles
- Consider posing a GiveCampus match to your classmates to drive weekend gifts
- 40% of our gifts come in during the last three days!

## **MAR 11-12: CINDERELLA STORY**

- Continued outreach. More of the same.
- Remind classmates of how many gifts you need to reach your goal and that they can make a difference
- Share, comment or post on social to continue to drive engagement and awareness
- Email Blast from School (if necessary)

## **MAR 13: FULL COURT PRESS - FINAL DAY OF MADNESS!**

- Final outreach (Last Call at the Madness Saloon!). More of the same, pull out all the stops, it ends at midnight, etc.
- Make your outreach messages shorter and ramp up the urgency, tell your classmates how many gifts you need to reach your goal and that they can make a difference
- Share, comment or post on social to continue to drive engagement and awareness
- Final Email Blast from School

## **MAR 9-10: THE FINAL FINAL**

- Thank You Email Blast from MICDS including final results
- Thank your classmates again
- Give yourselves a pat on the back for all your hard work!