



#ILGiveBig Day-Of Preparation Tips

Monday, December 1

- Be the first donor to make a gift so you can test your giving platform.
- Test all online messaging through different devices.
- If you all are using a giving platform, stay up till midnight and make sure it flips over correctly. Most activity will start to occur early morning, so that gives you time to contact the developers and have them fix anything that might not look or function correctly.
- Remind your organization's staff that #ILGiveBig is an "all-hands on deck" day and get them revved up for participation and success.
- Remind your board members and volunteers how to tweet and what to tweet – resend them the name and phone number of their GivingTuesday mentor.

Tuesday, December 2 (The BIG Day)

- Be aware and prepare for the fact that most people are using their mobile devices from **7:30 am - 9:00 am** before work, **12:00 pm-2:00 pm** during the lunch hour, and after **6:00 pm**.
- People will have questions, hiccups with technology, and want advice, so figure out who people need to contact on your team.
- As donations arrive, immediately send a personal email or make a phone call to "significant donors" to say thank you in real time – ensure your CEO is ready and willing to dial!
- Monitor social media at all times, retweeting.
- Be prepared with a point person who will respond to naysayers, press, and individuals who will use #ILGiveBig to address sensitive issues within your organization.
- Come hang out at Donors Forum during the "day of" for a snack and to watch the numbers roll in.

Wednesday, December 3 -- and beyond

- Send out press releases or media alerts as needed.
- Thank donors and keep them updated.
- Debrief and celebrate while the experience is fresh and begin planning for next year!