







# JANUARY 2026



| SUN | MON   | TUE  | WED   | THU  | FRI  | SAT |
|-----|---|--|---|--|--|-----|
|     |   |  |   | 1  | 2  | 3   |
| 4   | 5<br><br>You're In! Check your inbox every Monday for giving day info.     | 6  | 7   | 8<br>TRAINING 1*<br>Welcome to Give BIG Green Bay<br>*Mandatory  | 9  | 10  |
| 11  | 12<br><br>Add logo, mission and cause area(s) to your giving day profile | 13<br>ANNOUNCING Give BIG Green Bay 2026<br><br>11:00 AM Lambeau Field Atrium | 14<br>TRAINING 2*<br>Steps to Success Webinar<br>*Mandatory | 15   | 16   | 17  |
| 18  | 19<br><br>MLK Day: GGBCF Office Closed                                   | 20   | 21  | 22<br><br>Cohort Strategy Workshop: Planning & Idea Exchange<br>Attendance Optional | 23   | 24  |
| 25  | 26  | 27   | 28  | 29   | 30<br><br>Last day to record Midwest radio promos | 31  |

## Checklist

- ☐ Download Give BIG Green Bay graphics and materials from the Nonprofit Toolkit
- ☐ Attend all mandatory training sessions
- ☐ Add your logo, mission statement, and cause areas to your profile by January 13
- ☐ Identify campaign goals
- ☐ Invite key staff and board members to attend the public announcement on January 13  
*(Keep in mind your participation is confidential until after the announcement)*
- ☐ After January 13, share your participation with supporters, staff, and the community
- ☐ Update your website with the Give BIG Green Bay logo and link to [givebiggreenbay.org](https://givebiggreenbay.org)
- ☐ Encourage staff to update their email signatures with the Give BIG Green Bay logo
- ☐ Invite key stakeholders to "Save the Date"
- ☐ Write, schedule, and record a one-minute radio promo with Midwest Communications
- ☐ Provide staff, board, volunteers and fundraisers with key messages to promote your campaign
- ☐ Develop a plan for giving day communications and engagement *(i.e. email blasts, mailings, phone banks, events, etc.)*
- ☐ Continue to build your giving day profile

# FEBRUARY 2026



| SUN   | MON  | TUE | WED   | THU   | FRI  | SAT |
|---|--|-----|---|---|--|-----|
| 1<br><br>Radio promos begin airing on Midwest stations | 2  | 3   | 4   | 5   | 6  | 7   |
| 8   | 9<br><br><b>SHARE YOUR STORY</b><br>All major profile components should be completed by this day. | 10  | 11<br><b>COUNTDOWN TO GIVE BIG</b><br>Nonprofit campaigns and media partners begin to promote heavily<br>  | 12<br><br>Look for billboards promoting giving day   | 13   | 14  |
| 15  | 16<br><br>Feature stories start airing on NBC26 this week                                       | 17  | 18  | 19  | 20   | 21  |
| 22  | 23   | 24  | 25<br><br><b>12PM GIVING BEGINS</b><br><b>Kickoff Event</b><br>11AM-1PM<br>Johnsonville<br>Tailgate Village<br> | 26<br><b>12PM GIVING CLOSES</b><br>Checks due to GGBCF by 10AM<br>Spirit Award nominations due @ 4PM<br> | 27<br><br>GGBCF announces Spirit Award winner | 28  |





**All donations must be made during the 24 hours of giving.**  
Give BIG Green Bay is an online giving event. Donors unable to make a gift online can hand-deliver a check to the Greater Green Bay Community Foundation office between noon on February 25 and 10:00am on February 26, 2026. Checks delivered after 10:00am on February 26 are not guaranteed to be included in the match. Cash will not be accepted. *As a reminder, please do not collect checks ahead of February 25.*

## Checklist

- ☐ Gather photos, videos, and testimonials to help tell your story
- ☐ Personally reach out to your top donors, volunteers, fundraising champions, and partners
- ☐ Develop a plan to engage your staff, board, and volunteers throughout the 24 hours
- ☐ Finalize any giving day events you are hosting or participating in and submit them to the GGBCF team
- ☐ Develop and schedule social media posts
- ☐ Create your day-of plan and assign clear roles and responsibilities
- ☐ As giving day approaches, follow up with supporters and build excitement in the two weeks leading up to the event
- ☐ Update your website and social channels with “Get Ready to Give” and “Give Today” messaging
- ☐ Consider reaching out to local media to secure coverage
- ☐ On February 25 & 26, from noon-noon, alert your supporters to “Give Today”
- ☐ Post regularly about your campaign, milestones, and activities using #GiveBIGgb
- ☐ Share your results and thank your supporters

# MARCH 2026



| SUN | MON   | TUE  | WED | THU | FRI | SAT |
|-----|---|--|-----|-----|-----|-----|
| 1   | 2<br><br>Watch your inbox and respond to the giving day Nonprofit Survey | 3<br><br>Donor Stewardship Training w/ Cultivate Fundraising<br>Attendance Optional | 4   | 5   | 6   | 7   |
| 8   | 9   | 10   | 11  | 12  | 13  | 14  |
| 15  | 16  | 17   | 18  | 19  | 20  | 21  |
| 22  | 23  | 24   | 25  | 26  | 27  | 28  |
| 29  | 30  | 31   |     |     |     |     |

## Checklist

- ☐ Download your list of giving day donors from your profile dashboard
- ☐ Upload new donor contacts into your donor database and add any new communication subscribers to email and mailing lists
- ☐ Gather your giving day team to celebrate your hard work and plan ways to engage your giving day supporters
- ☐ Share a personal thank you to donors by email, mail, or phone
- ☐ Send handwritten notes to the people who advocated for your campaign (i.e. board members, peer-to-peer fundraisers, volunteers, etc.)
- ☐ Complete the post giving day nonprofit survey

**Give BIG Green Bay Check Distributions:**  
Donor contributions, incentives, and match funds will be distributed within 60 days.

The Community Foundation will determine each nonprofit's proportionate share of the matching funds by dividing the total amount the organization raised by the total amount raised by all participating nonprofits. This amount will then be multiplied by the total amount of matching funds.

