JANUARY 2027

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5 **YOU'RE IN!** *Check your inbox weekly for important updates from the GGBCF team.*	6	7	8	9
10	11	12 **TRAINING 1: Welcome to Give BIG Green Bay** **8:30 a.m. or 2:30 p.m.** Virtual or in-person at the GGBCF office **Mandatory to attend*	13	14	15	16
17	18 *MLK Day: GGBCF Office Closed*	19	20 *Make sure your logo, mission, and cause areas are added to your profile by end of day.*	21 **MEDIA EVENT: Join us as we announce your participation!** **11:00 AM** @ Johnsonville Tailgate Village	22 *After the announcement, be sure to share your participation with your networks!*	23
24 31	25	26	27	28 **Cohort Workshop: Planning & Idea Exchange** **9:30-11:00 a.m.** @ HJ Martin Training Center	29 *Last day to record your Midwest radio PSA*	30

Reminders

- **Download giving day logos, graphics, and promo materials from the Nonprofit Toolkit**
- **Register for and attend all required trainings**
- **Add your logo, mission statement, and cause areas to your profile by January 20**
- **Gather your team & identify giving day goals**
- **Invite key staff and board members to attend the public announcement on January 21** *(Keep in mind your participation is confidential until after the announcement)*
- **After January 21, share your participation with supporters, staff, and the community**
- **Update your website with the Give BIG Green Bay logo and a link to givebiggreenbay.org**
- **Encourage staff to update their email signatures to include 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.)*

FEBRUARY 2027

SUN	MON	TUE	WED	THU	FRI	SAT
Look for billboards promoting giving day	1 *Radio PSAs begin airing on Midwest stations*	2	3	4	5	6
7	8 **FINISH YOUR PROFILE** *All major profile components should be complete. You will still be able to edit.*	9 **TRAINING 2: Steps to Success** **8:30 a.m.** Virtual only **Mandatory to attend*	10 **COUNTDOWN TO GIVE BIG** *Start promoting your campaign heavily across social, email, and word of mouth!*	11	12	13
14	15 *Nonprofit feature stories start airing on NBC26 this week*	16 *If hosting an event, this is your last day to submit event details to GGBCF for promotion.*	17	18	19	20
21	22	23	**GIVING BEGINS @ NOON!** 24 **Kickoff Event** **11AM-1PM** *Johnsonville Tailgate Village*	**12PM GIVING CLOSES** 25 **Checks due to GGBCF by 10AM** *Spirit Award nominations due @ 4PM*	26 *GGBCF announces Spirit Award winner*	27
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 24 and 10:00am on February 25, 2027. Checks may also be delivered by your team. Checks delivered after 10:00am on February 25 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 24.***

Reminders

- **Add photos, videos, and/or testimonials to your organization's profile to showcase your story and impact.**
- **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 by Feb. 16**
- **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 event-day coverage**
- **On February 24 & 25, 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***

**Fundraising totals and leaderboards may continue to update for several minutes after giving closes.*

MARCH 2027

SUN	MON	TUE	WED	THU	FRI	SAT
	1  *Watch your inbox and respond to the giving day Nonprofit Survey*	2	3  **Donor Stewardship Training w/ Cultivate Fundraising** *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			

Reminders

- **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.

