***Here’s an example of a communications campaign for a fundraiser – all the activity happens over a few days, so timing and sequence of messages is important. It involves our website manager; our team leader (who makes announcements at rehearsals); our communications person; and our fundraising leader – this document tells everyone what to do, and when, and provides “cut and paste” content they need. Each year we tweak this to update the schedule – it runs like clockwork now, and the event is always successful.***

**2016 North Texas Giving Day (NTGD) Communications Timeline**

**Event is Thursday Sept. 14**

**LINK TO OUR NTGD PAGE:** [**https://northtexasgivingday.org/npo/the-rich-tone-chorus-inc**](https://northtexasgivingday.org/npo/the-rich-tone-chorus-inc)

**This year’s graphic (provided by NTGD) is attached.**

**………..**

**Monday Aug. 28 – Gwen updates RT website public home page**

**Text below or beside the NTGD image:**

The Rich-Tones are proud to participate in North Texas Giving Day, **Thursday, Sept. 14**. From 6:00 a.m. to midnight (Central time zone), donations of any amount will be accepted at [www.NorthTexasGivingDay.org](http://www.NorthTexasGivingDay.org). Each gift of $25 or more increases our opportunity to receive additional funds! Follow our North Texas Giving Day [page](https://northtexasgivingday.org/npo/the-rich-tone-chorus-inc) – click here for a flyer to share - and thank you, as always, for your support!

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**Tuesday 8/29 – Kelli replaces Facebook cover photo with NTGD Logo.** Begin frequent FB and twitter posts now through Sept. 14.

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**Friday 9/1 – Amanda - Hot Sheet introduces the topic (“watch for more”)**

**North Texas Giving Day is Thursday September 14** -- We have a tremendous fundraising opportunity through NTGD. During this single one-day event, **from 6:00 a.m. to midnight (Central time zone), tax deductible donations of any amount may be made to The Rich-Tone Chorus by anyone, anywhere -- even better, donations of $25 or more will increase our opportunity to receive bonus funds and prizes.** Watch for more information that will help you promote NTGD to family and friends.

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**Tuesday Sept. 5 before rehearsal – Amanda sends New This Week email to chorus – introducing the topic, with flyer attached. Follow up with announcement at rehearsal – “Today you received … [what it means, what to do].**

The Rich-Tones have an outstanding fundraising opportunity this month through **North Texas Giving Day (NTGD),** a project of the Communities Foundation of Texas that connects donors with nonprofits.

**One day only - Thursday, Sept. 14 from 6:00 a.m. to midnight (Central time zone), tax deductible donations of any amount may be made to The Rich-Tone Chorus by anyone, anywhere** **-- even better, donations of $25 or more will increase our opportunity to receive** **bonus funds and prizes.**

Donations may be made using MasterCard, Visa, Discover or American Express (NTGD does not accept cash or checks) at [www.NorthTexasGivingDay.org](http://www.northtexasgivingday.org/) or by an iPhone that is equipped for credit card purchases.

**How big is this event?** In eight years, North Texas Giving Day has generated **$156 million** for community nonprofits. In 2016, the day raised a record-breaking $37 million for 2,518 nonprofits.

**Every Rich-Tone is asked to help raise awareness** among family, friends and others to encourage their support. Here's what to do:

* Use the attached graphics – they include a flyer to print and share in person; a photo to use at the top of your personal Facebook page; and a profile photo you can also use on your personal Facebook page. See a Facebook post you can copy and paste, at the end of this message.
* Share the flyer with friends, neighbors, business contacts, members of other organizations/groups you participate in; post them at grocery stores and other locations that have community bulletin boards; take them to your doctor, dentist, hair and nail appointments. Be creative, and cast a wide net!
* Twitter users: Now through Sept. 14, watch for tweets from The Rich-Tone Chorus, and retweet them to promote this event.
* Just prior to North Texas Giving Day, you'll receive an email template you can easily send to family, friends, Sweet Adelines buddies and others -- everyone you can think of, encouraging them to make a donation on Thursday, Sept. 14. Start jotting down names now, so you're ready to jump in! Donors can reside **anywhere** - this is not a Texas-specific opportunity.

We can't say enough great things about this annual event, and how fortunate we are to be included. We have just about **two weeks** to make the most of this opportunity. Start mapping out your action plan now!

Question about NTGD? Contact Diana George / Ways and Means ([fundraising@richtones.org](mailto:fundraising@richtones.org)). Communications questions? Contact Amanda Stevens / Communications ([communications@richtones.org](mailto:communications@richtones.org)).

Facebook post to cut/paste:

My Rich-Tone Chorus is proud to participate in North Texas Giving Day, Thursday, Sept. 14. On that day, from 6:00 a.m. to midnight (Central time zone), donations of any amount, from anyone, anywhere, will be accepted at [www.NorthTexasGivingDay.org](http://www.NorthTexasGivingDay.org). Each gift of $25 or more increases our opportunity to receive additional funds! Follow our North Texas Giving Day [page](https://northtexasgivingday.org/npo/the-rich-tone-chorus-inc) – and thank you, as always, for your support!

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**Tuesday Sept. 5 Rehearsal**

**Kelli and/or Deidra - Announcement at rehearsal – suggested talking points:**

* Today you received a New This Week email about North Texas Giving Day, Thursday Sept. 14.
* Through this one-day event, tax deductible donations can be made to the chorus by credit card, in any amount.
* Each donation of $25 or more makes us eligible for bonus funds.
* Please read that information carefully.
* We have flyers at the hall tonight – share them right away.
* Promote this opportunity through Facebook, Twitter, other social media
* A few days before the event you’ll receive an email template that will make it easy for you to reach out to family, friends, neighbors – start compiling your list of prospects now, so you’re ready to send out the email in time for them to participate.
* This is a HUGE revenue opportunity for the chorus, and we’re counting on every member to help make it a success.

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**Friday Sept. 8 – Amanda - Reminder in Hot Sheet**

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**Tuesday Sept. 12 – Amanda sends email template to chorus for their use on Sept. 13**

To: Richtones and Richtones II

Subject: Easy way to promote North Texas Giving Day – please share this email tomorrow!

Attachment: Flyer pdf

Text:

North Texas Giving Day is just 2 days away - Thursday, Sept. 14. **Here’s an email template, including the flyer, to send to family friends tomorrow, Wednesday Sept. 13**, to promote this fundraising opportunity for the chorus. Easy instructions:

At the top of this email, select Forward.

Change the subject line to: **North Texas Giving Day is tomorrow!**

Starting at the top of this message, delete everything down through the red dotted line. The first remaining words should be: Tomorrow is North Texas Giving Day – our nonprofit…

Add your contacts in the “To:” field – or, if sending to many people at one time, consider using the “bcc” field so that recipients won’t see each others’ email addresses.

Clear out any miscellaneous messaging at the bottom (such as anti-virus software messages).

Hit send – you’re done!

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Tomorrow is North Texas Giving Day, a one-day event in which our nonprofit [Rich-Tone Chorus](https://www.youtube.com/watch?v=rDnWQF6H4ys) is eligible to receive your tax deductible donation and, potentially, matching funds. Contributions to our chorus support our mission to preserve and advance the American art form of barbershop harmony, while empowering women through music education, leadership opportunities and teamwork experiences.

We also support the **Young Singers Foundation**, providing educational programs and scholarships in vocal music; grants to school-based music programs, and funds for after-school and community vocal music activities for youths. See our video on our NTGD [page](https://northtexasgivingday.org/npo/the-rich-tone-chorus-inc).

Tomorrow, from **6:00 a.m. to midnight (Central time zone),** donations in any amount can be made to The Rich-Tone Chorus by MasterCard, Visa, Discover or American Express at [www.NorthTexasGivingDay.org](http://www.NorthTexasGivingDay.org). (Contributions of $25 or more qualify us for bonuses/prizes, as well.)

Your gift will mean a great deal to us! Please see the attached flyer and [follow our progress on North Texas Giving Day](https://northtexasgivingday.org/npo/the-rich-tone-chorus-inc).

Thank you, as always, for your support!

**………………………………………………….**

**Tuesday Sept. 12 – Kelli/Deidra - In rehearsal announcements, remind chorus they received an email – share it tomorrow with family and friends**

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**Wednesday Sept 13 – chorus shares the email - and updated FB reminder**

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**Thursday Sept. 14 – Kelli updates Facebook**

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**Friday Sept. 15 – Amanda - Results/thanks in Hot Sheet and Facebook, Twitter.**

**Gwen** posts website content thanks (no mention of amount raised, unless it’s remarkable) -- it remains visible until monthly website refresh.

**Thank You!**

Special thanks to everyone who contributed to the Rich-Tone Chorus on North Texas Giving Day! Your generous support will help us continue to preserve and advance the original American art form of barbershop harmony through education, musical excellence and public performances, and to empower women as they gain skills in music, performance, leadership, teamwork and more.

Watch this space for information on future fundraising events.