

FEBRUARY: HEALTH HERO GIVING DAY

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Announcement social post about Health Hero Giving Day to your contacts. **Highlight on website** home page. Upload Facebook cover image.

Social Post: Story of need or impact that showcases why a gift on 2/24 helps clients & families.

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Social Post: Story of need or impact that showcases why a gift on 2/24 helps clients & families.

Email to contacts: Give back by becoming one of our fundraisers on 2/24! OR Reminder email
Social post options: Become a fundraiser & help raise \$ for treatment, research, support, etc. OR Reminder: You can become a Health Hero in one week!

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Social Post: Story of need or impact that showcases why a gift on 2/24 helps clients & families.

Social Post: Reminder = YOU can be a Health Hero tomorrow!

Emails to contacts: Suggested times = Midnight, 10am, 2pm, 8pm; Suggested #: Two emails (up to 4)
Social posts & stories: throughout day to build momentum, update on progress and express need. Ideas include live video, staff "takeover" of Twitter, fundraising bingo cards

Email to donors: Suggested time = Lunch (UWM team will send donor lists at 6pm on 2/24 and again at 7am on 2/25)
Social post(s): Thanking donors, announcing dollars raised and impact, etc.

Presenting Sponsor:



Supporting Sponsors:



Media Sponsor:

