



Promoting Your Project: Getting The Word Out

eMarketing

Audience	Message	Desired Action	Tactic
Staff	Support us. This is an important new initiative and we need your help to spread the word. Our success depends on you so don't forget to submit your own ideas for projects.	Share & Advocate	Email from your Executive Director Timeline: Send out on the first day of project posting
Board Members	Support us. This is an important new initiative and we need your help to spread the word.	Share, Advocate & Give	Email from your Executive Director with ask for them to give to donate and share Timeline: Send out on the first day of project posting
Donors	You already do so much. Thank you. Support this new initiative and choose the project you love the most.	Give Again	eMarketing campaign to donor list Timeline: Send out 15 days into the posting, 3 days out from project expiration, and the day of project expiration
Patrons	Thank you for your support. If you like the material we put out, help us bring more of it to the community.	Give	eMarketing campaign to patron list Timeline: Send out 15 days into the posting, 3 days out from project expiration, and the day of project expiration

Social Media

Use your existing social media presence to inform your audience of an upcoming project and promote the launch of your project by counting down the days until it opens on Facebook and Twitter! Encourage your fans and followers to Like/Follow the official power2give.org Twitter and Facebook pages and learn more about what they can do to support YOU!



Twitter (URL: twitter.com/power2give)

Sample Tweets:

- Only [days until launch] days until you can support [org name] on @power2give!
- .@power2give connects individuals to arts & culture projects they are passionate about.
- In [days until launch] you can feed your creative passions by supporting our project on @power2give!
- On [date] you can make an impact at [org name]! Stay tuned for details.



Facebook (URL: facebook.com/power2give)

Sample Posts:

- In [days until launch] days you can help directly support a project at [org name] through (@)power2give.org.
- Be the difference for [org name] by supporting our [project description] at (@)power2give.org!
- Beginning [date] you can help [org name] [project description] at (@)power2give.