Challenge 32 Marketing Timeframes for Charities

The following is a guide to help your charity reach many supporters and boost fundraising as much as possible for the build-up, during and after Challenge 32.

All assets and templates can be downloaded at challenge32.justgiving.com/for-charities

Each charity is unique, so make sure to adapt the messaging to suit your organisation and supporters.

Launch (Tuesday 2nd June – Sunday 14th June) Recruitment

- Announcement posts on Social Media different channels (Facebook, Instagram, Twitter, LinkedIn + Others). Download the headers for Facebook, Instagram and Twitter.
- Announcement Email out to internal/external databases (Supporter email 1)
- Email to corporate partners calling on them to setup teams (corporate email)
- Change Social Media profile pictures and Email signatures to include Challenge 32 to show your support. Download Challenge 32 logos and assets.
- Contact any ambassadors/influencers you have to encourage them to get involved (Influencer email)

Lead-in week (Monday 15th – Friday 19th June) Encouragement

- Focus from Tuesday/Wednesday should be on Social Media Channels.
    - o Announce what challenges will be done by your supporters
    - o Any Ambassador Influencer Social announcement
    - o Remember, the Challenge starts Saturday
- Email your supporters already signed up to offer support and encouragement (supporter email 2)

- **Friday 19th**: Good Luck email to existing supporters (supporter email 3)

Event Day (Saturday 20th) Activation & Hype

- Use social media channels to do your challenge, nominate others and shout out to your supporters to fundraising for your charity (don't forget to use #challengethirtytwo and direct people to the website to find out more Challenge32.JustGiving.com)

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Post Event (from Monday 21ˢᵗ) Boost Value

- Use Social Media to encourage people to continue raising money and doing challenges. Thank those that already have.

Completion (from Monday 29ᵗʰ June) Thank You

- Email your supporters to thank them for their support and direct them to coverage of the campaign (supporter email 4)

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