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**Red Envelope Plan 2019-2020**

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| **Activity/Method** | **Strategies/Ideas** | **To Do List October** | **To Do List November** | **To Do List December** | **To Do List January** |
| Face-to-face | * 100% participation from your board and staff
* Ask board members to post on social media
* Call past donors
* Discuss with top donors who don’t give through OCFA
* Distribute buttons to volunteers, program participants, board
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| Email | * Send email to all supporters
* Send email to all program participants
* Include a mention of OCFA in **ALL** correspondence
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| Paper | * Article on OCFA in your print newsletter
* Include the OCFA logo or “Remember Us” icon in all materials: event invitations, program pieces, brochures, solicitations, posters, annual reports, etc.
* Send out handwritten thank-yous to last year’s donors, if you haven’t already
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| Website | * Put the OCFA logo on your site, linking with your custom link
* Post on your blog about the campaign (and LINK!)
* Mention the campaign in blog posts related to programs, events, etc.
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| PR/Advertising | * Write a press release about an event or program; include mention that you are an OCFA agency
* Send a letter to the editor to thank the community for their support of OCFA (maybe work together?)
* Buy an ad in the Review OCFA insert.
* Include OCFA logo or mention in other advertising you do
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| Social Media | * Change your organization’s page profile photo to the “Remember Us” icon and LINK it!
* Include mention of OCFA (and link) in all posts, October – November
* Link up with OCFA social media and encourage your fans/followers to follow us
* **Email Tracey with photos to post on our accounts**
* Use hashtags #bainbridgeisland #1call4all #philanthropy #whatmattersmost
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| At events or On-site | * OCFA yard sign at your place of business or place of service
* Include the OCFA logo on other signage (fall sport sign-ups, etc)
* OCFA ENVELOPES!, signs, logos, buttons at events (galas, performances, tournaments, auctions, etc.)
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REMEMBER, and make sure your donors know: **OCFA takes $0 from your donation.** There is no fee or hidden cost to you or your donors. $0!! And if you’re headquartered on the island, each gift of $20 or more will earn you a share in our Community Fund. Leverage that support! Check [www.onecallforall.org/agencies](http://www.onecallforall.org/agencies) for downloads and ideas.