



Giving Hearts Day Business

CHECKLIST

JAN. 8 (WEEK 1): Planning & Preparation

- Receive Giving Hearts Day preparation kit from Dakota Medical Foundation
- Determine and Implement your Internal communications strategy for Giving Hearts Day
- Download the assets and tools from givingheartsbusiness.org

JAN. 15 (WEEK 2): Announcement of Giving Hearts Day Participation

- Announce to your employees and community that your business is participating with Giving Hearts Day
- Upload Giving Hearts Day Image on your organization's website
- Watch and share week 2 video with employees
- Schedule weekly social media posts -15 in total over the next three weeks

JAN. 22 (WEEK 3): Roll-Out Awareness Program/ Campaign

- Watch and share week 3 video with employees
- Share social media cover images and remind employees to use #countme and @FMGivingHeartsDay
- Schedule 5 social media posts
- Option: Launch fundraising program

JAN. 29 (WEEK 4): Build Excitement

- Watch and share week 4 video with employees
- Schedule 5 social media posts
- Option: Create a social media contest for your employees and/or customers to participate in
- Option: Share an employee story about a charity or cause they have been affected by

FEB. 5 (WEEK 5): Giving Hearts Day Week

- Turn your business red
- Schedule 5 social media posts
- Find one or more charities to love
- Option: Complete the fundraising program for your business

DAY OF: February 8, 2018

- Watch and share Giving Hearts Day video with employees
- Distribute e-card
- Option: Encourage employees to wear a Giving Hearts Day t-shirt or something red
- Option: Host a drawing or giveaway with employees and/or customers/clients for a chance to win a gift card to be donated to a participating Giving Hearts Day charity

#COUNTME

givingheartsbusiness.org