► GO! TEAMRAISER

Welcome to Kickoff!



> TODAY'S AGENDA

- Introductions
- Program Overview
- Program Calendar
- Roles & Responsibilities
- Resources
- Email Strategy Guide Sneak Peek
- Email Design Sneak Peek
- Next Steps

> YOUR BLACKBAUD TEAM



Jori Taylor Consultant



Robin Anderson Web Developer

> YOUR PEER GROUP















> PROGRAM OVERVIEW

October	November	December	January	February
1 Call	3 Calls	3 Calls	2 Calls	1 Call
1) Kickoff	 Recruitment Strategy (part 1) Recruitment Strategy (part 2) Reporting/Tools Training 	 Coaching Strategy (part 1) Coaching Strategy (part 2) Reporting/Tools Training 	 Google Analytics (or TBD) Post Event Communication 	1) Wrap-up



PROGRAM CALENDAR



> ROLES & RESPONSIBILITIES

US	YOU
 Host Webinars Provide Slides & Recordings Provide Content Guides Update the Community Web Production (for emails) 	 Attend Webinars Submit Content and Images Ask Questions Use the Community



> RESOURCES: GO! TEAMRAISER COMMUNITY



All assets, including recorded webinars, slide decks, content guides and so on will be posted to the Go! TeamRaiser section of community.

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http://community.convio.com/t5/Go-TeamRaiser/ct-p/Go_TeamRaiser

> RESOURCES: TEAMRAISER INFORMATION CENTER



A one stop shop for everything TeamRaiser on Community.

http://community.convio.com/t5/TeamRaiser/ct-p/TeamRaiser_InfoCenter

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> EMAIL STRATEGY GUIDE SNEAK PEEK

Status	Email Message Theme	When?	Who?	Suppress?	Conditional Content For	Desired Action/Key Content	Additional Key con
ecruitme	nt Campaign						
egment 1	[Past Participants]						
mm/dd/yy	Email #1: Highlight Last Year's Event	8 weeks from event	Past two years of participants who have not yet registered	All registered participants	Individual Fundraisers	Highlight last year's event and how it helped your mission (afforded 300 breast exams); Thank them for past successes; Ask them to register and form team again/start fundraising; Offer incentive for early registration?	Provide username
mm/dd/yy	Email #2: Special Message	6 weeks from event	Past two years of participants who have not yet registered	All registered participants	Individual Fundraisers	Offer a special message from the CEO or ED; Highlight a mission story; Provide a survivor story (consider using video); Reminder of incentive offer?	Provide username
mm/dd/yy	Email #3: Thank You	4 weeks from event	Past two years of participants who have not yet registered	All registered participants	Individual Fundraisers	Thank them for past successes; Ask them to register and form team again/start fundraising; Tell them why this year is especially important	Provide username
mm/dd/yy	Email #4: Spotlight Event Goals/Progress	2 weeks from event	Past two years of participants who have not yet registered	All registered participants	Individual Fundraisers	Tell them why they should be a part of the event again; Spotlight event goals/progress; Highlight a mission story	Provide username
mm/dd/yy	Email #5: Last Chance	week of event	Past two years of participants who have not yet registered	All registered participants		Last chance to register and form team again/fundraise; Tell them why this year is going to be that much better	Provide username
Comment 3	[New Acquisition]						
	[New Acquisition]	O marked for an analysis	To and the disc of	all sectors does that sector and	Descent Malenteen 2	takes down the superbased have the descence	Page 14
mm/dd/yy	Email #1: Introduce Event	8 weeks from event	Target Audience	All registered participants and Past Participant segment		Introduce the event and how it helps your mission; Ask them to join you by forming a team or fundraising	Provide username
mm/dd/yy	Email #2: Highlight Last Year's Event	6 weeks from event	Target Audience	All registered participants and Past Participant segment		Highlight last year's event and how it helped your mission (afforded 300 breast exams); Ask them to register and form a team or start fundraising	Provide username
mm/dd/γy	Email #3: Special Message	4 weeks from event	Target Audience	All registered participants and Past Participant segment		Offer a special message from the CEO or ED; Highlight a mission story; Provide a survivor story (consider using video)	Provide username
mm/dd/yy	Email #4: Spotlight Event Goals/Progress	2 weeks from event	Target Audience	All registered participants and Past Participant segment		Tell them why they should become a part of the event; Spotlight event goals/progress; Highlight a mission story	Provide username

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> NEXT STEPS

- **US**: Send remaining calendar invites for webinars, get group access to the Go! TeamRaiser section on community
- YOU: Start thinking recruitment



