LEND A HAND UP
Dakota Medical Foundation

Example 90-Day Online Fundraiser Timeline

A week-by-week rhythm for promoting your online fundraiser. Use it as a starting point — adjust the pace to fit your campaign.

Week 1	☐ Set up your unique fundraising page — add photos and video and connect bank info. ☐ Add a "Ways to Help" section: volunteer needs, event items, links to other tools like a meal train. ☐ Like the Lend A Hand Up Facebook page and share our post about your fundraiser.
Week 2	☐ Consider a Facebook event. ☐ Identify a few key connectors in your and the family's social and professional circles. ☐ Decide how you'll reach them (Facebook, email, text, in person). ☐ Ask connectors to spread the word, and post updates on the fundraiser's give page.
Week 3	☐ Consider a flyer or small card to keep momentum going. ☐ Reach out to local print or broadcast media with your story. ☐ Keep your fundraiser top of mind with updates and reminders to give.
Weeks 4-6	☐ Keep posting updates — be specific about how funds are helping (bills, travel, equipment, etc.). ☐ Share stories, pictures, and pressing needs on the give page. ☐ Consider an online auction, promo sale, or in-person benefit for extra momentum. Loop us in, we can help promote!
Weeks 6-10	☐ Keep the updates coming across Facebook, CaringBridge, and the give page. ☐ Try a rhythm: a short video midweek, a midweek update, a Thursday shout-out to supporters. ☐ If you're adding another event, bring in more volunteers and check in with us on next steps.
Final 2 Weeks	☐ Send a final call to action across email, posts, and texts — include the closing date. ☐ Thank everyone who's shown up so far.
Beyond 90 Days	☐ Consider whether to continue the active fundraiser for another 2-3 months to provide more opportunities to give versus closing at the 90-day timeline. ☐ Acknowledge everyone's generosity — see the guide for ideas.