

24 hour campaign resources and overview

DJDS 2019 24 hour campaign - initial plans

Messaging - Approximate schedule: to be received by everyone in our database with an email account:

- 24 hours in advance - Tuesday, May 21 at 3 pm
- Launch - Wednesday, May 22, 3 pm - stress the tax credit for gifts of \$2,500 or more
 - How does a teacher help you be your best? **video** HERE, runs 30 sec
 - Post on Facebook at 3 pm
 - Page Pop on website for 24 hours
 - Change monument sign "24 Hour Campaign Text to Give"
- 25% of goal - approx. 6 pm on May 22
 - Avi Halzel dinner **video** HERE, runs XX sec
 - Post on Facebook
- 50% of goal - approx. 10 pm on May 22
- 75% of goal - 8 am on May 23
 - Post on Facebook
- 100% of goal thank you for helping us exceed our goal - 7 pm 5/23
 - **Video** of kids/faculty saying thank you on Facebook (Because of you we reached our goal: thank you!)

Email 1 - day before

[https://mailchi.mp/086bdf3135cd/just-24-hours-from-now-help-us-end-our-year-in-the-black-2709561?e=\[UNIQID\]](https://mailchi.mp/086bdf3135cd/just-24-hours-from-now-help-us-end-our-year-in-the-black-2709561?e=[UNIQID])

Email 2 - launch

<https://mailchi.mp/94a05940efd9/24-hours-2709573>

Email 3 - 25%

<https://mailchi.mp/c547b19cad41/weve-just-passed-the-25-mark-help-us-reach-50k-by-3-pm-tomorrow-2709569>

Email 4 - 50%

<https://mailchi.mp/de3c4741c965/weve-just-passed-the-50-mark-help-us-reach-50k-by-3-pm-tomorrow-2709577>

Email 5 - 75%

<https://mailchi.mp/519894e25732/weve-just-passed-the-25-mark-help-us-reach-50k-by-3-pm-tomorrow-2709685>

Email 6 - so close!

<https://mailchi.mp/a6225131f2d3/just-24-hours-from-now-help-us-end-our-year-in-the-black-2709761>

Email 7 - Thank you!

<https://mailchi.mp/e33e01aa5bf4/weve-just-passed-the-25-mark-help-us-reach-50k-by-3-pm-tomorrow-2709693>