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# 2025 PLANNING GUIDE

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COMMUNITIES FOUNDATION *of* TEXAS

**NORTH TEXAS**  
**GIVING DAY**

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# JUNE | KEY ACTIVITIES

## ☐ **Determine your key goals for North Texas Giving Day™.**

Whether you're aiming to raise a certain dollar amount, retain past donors, secure matching funds, or increase the number of givers, clarity on your goals will shape your strategy.

## ☐ **Identify your team.**

Recruit a few thought partners to help you execute your campaign. Enlist staff, board members, volunteers, or ambassadors. Need additional assistance? View our curated list of [Trusted Partners & Resources](#).

## ☐ **Update your organization page.**

Keeping your organization's page up to date matters. Make sure your page is polished and ready to drive donations. Need inspiration? Check out our new [Profile Page Enhancement Guide](#) full of tips and tricks for making your organization stand out.

## ☐ **Order your branded materials.**

We're proud to partner with Metropolitan Press and Bullzerk to provide specialized services, including printing, merchandise, and promotional materials, to help support your campaign efforts. Visit the [Nonprofit Resources Hub](#) to learn more.

## ☐ **Register to attend the Matching Funds Webinar on July 15.**

Matching funds are an impactful tool that can give your fundraising a power boost and motivate your supporters to give. In 2024, 588 organizations raised an additional \$9 million for their organization through matching dollars. [Reserve your spot](#) to attend this informative training session.

## ☐ **Join our Peer-to-Peer groups.**

When you join the North Texas Giving Day Peer-to-Peer groups, you gain access to important news, updates, events, and resources in real time year-round.

[Join the Facebook Peer-to-Peer Group](#)

[Join the LinkedIn Peer-to-Peer Group](#)

# JULY | KEY ACTIVITIES

## ☐ **Attend the Matching Funds Webinar on July 15.**

Learn how to make the most of matching funds by attending this informative training session. We'll cover strategies for securing and promoting matches, tips for engaging donors, and best practices to maximize your fundraising success.

[Reserve your spot](#) to attend this informative training session.

## ☐ **Secure a matching fund.**

Matching funds are a powerful way to boost giving. Contributed by a donor, company, or community partner, these funds help motivate others to give by doubling the value of their donations. Learn more about how to secure, enter, and promote matching funds with our [Guide to Matching Funds](#).

## ☐ **Build your communication plan.**

Map out your emails, social posts, and outreach efforts leading up to North Texas Giving Day, ensuring your supporters know how, when, and why to give. Visit the [Nonprofit Resources Hub](#) for social sharing guides, email templates, event toolkits, and more.

## ☐ **Order your branded materials.**

We're proud to partner with Metropolitan Press and Bullzerk to provide specialized services, including printing, merchandise, and promotional materials, to help support your campaign efforts. Visit the [Nonprofit Resources Hub](#) to learn more.

## ☐ **Consider hosting an event.**

Hosting an event on North Texas Giving Day is a powerful way to energize your community, raise awareness for your mission, and inspire more giving. Visit the [Nonprofit Resources Hub](#) to view our event toolkit for tips and tools to make your event stand out and be successful.

## ☐ **Attend Coffee & Connection on July 25 in Plano.**

Grab a coffee, get a yard sign, purchase or order branded materials and printed items, and learn the best way to maximize your dollars raised. [Register to attend.](#)

# AUGUST | KEY ACTIVITIES

## ☐ **Attend Coffee & Connection on August 8 in Fort Worth.**

Grab a coffee, get a yard sign, purchase or order branded materials and printed items, and learn the best way to maximize your dollars raised with nonprofit leaders. [Register to attend.](#)

## ☐ **Pick up yard signs at Communities Foundation of Texas.**

Unable to join us at Coffee & Connections to pick up yard signs? Signs are available for pick up Monday through Friday, 8:30 a.m. - 4:30 p.m. at Communities Foundation of Texas (5500 Caruth Haven Lane, Dallas, TX 75225). *Note: our offices will be closed on August 29 and September 1 for Labor Day.*

## ☐ **Engage peer-to-peer fundraisers.**

Having peer-to-peer pages adds another layer to your fundraising and promotional strategy, which can help you raise more for Giving Day. For help getting started or making the ask, check out our **Guide to Peer-to-Peer Fundraisers** on the [Nonprofit Resources Hub](#).

## ☐ **Develop your stewardship plan.**

Prepare to be prompt and send out thank-yous in real-time or as soon as possible after North Texas Giving Day. Refer to our **Guide to Donor Appreciation** on the [Nonprofit Resources Hub](#) for tips on how to thank your donors!



## **Deploy your communication plan.**

Put your outreach into action! Begin sharing your messages across email, social media, and other channels to build awareness, engage supporters, and drive momentum beginning August 28. Visit the [Nonprofit Resources Hub](#) for logos and graphics, social sharing guides, email templates, event toolkits, and more.

# SEPTEMBER | KEY ACTIVITIES

## ☐ **Drive donations to NorthTexasGivingDay.org.**

Direct your supporters to your organization's page on NorthTexasGivingDay.org to make their gift count. Use emails, social media, and events to guide donors to the official platform where every donation helps boost your impact and visibility.

## ☐ **Check your donor report for gift activity.**

Monitor your fundraising progress by reviewing your donor report. Track gifts in real time, identify top supporters, and use the insights to inform your outreach and thank-you efforts.

## ☐ **Implement your stewardship plan.**

Be prompt and send out thank-yous in real-time or as soon as possible after North Texas Giving Day. Refer to our Guide to Donor Appreciation on the [Nonprofit Resources Hub](#) for tips on how to thank your donors!