GIVE BIG DAY

Recommended Communication Timeline:

Emails

- The <u>best days to send</u> fundraising emails are Tuesdays, Wednesdays and Thursdays. These midweek days tend to get the highest open and click-through rates because recipients are settled into their work week, but not yet mentally checked out for the weekend.
    - Mondays present mixed results. Send early in the morning or for time-sensitive campaigns.
    - Fridays can be effective for last-chance appeals, especially later in the day.
    - Sundays can be effective when sent in the evening for Monday morning reads, and for stewardship and newsletter touchpoints.
- The <u>best time of day to send</u> fundraising emails is in the morning (8–10:30 a.m.)—people tend to check email before work or just as they're settling in, and your message will be toward the top of their mailbox.
    - Last-chance or deadline-driven messages can be effective when sent in the evening (6–8 p.m.).
    - <u>Pro Tip</u>: Send in the recipients' time zone!

Texts

- The <u>best day and time to send</u> fundraising tests are weekdays, mid-morning (10 a.m. to 12 p.m.) or late afternoon (4–6 p.m.). These time slots catch people when they're more likely to check their phones but aren't swamped with work.
    - Evenings can work for urgent reminders.
    - For big campaign moments that are timely, texts can be sent on Saturdays, late morning (Saturday, September 13 around 11 a.m., for example).

Social Media Posts

- The <u>best days to post</u> on Social Media platforms are Monday–Friday, typically between 9 a.m. and 1 p.m. and 6–9 p.m.
  - Evenings should be reserved for urgent, time-sensitive efforts.
  - Keep in mind that engagement will vary by network.

Other General Information

- Pay attention to Campaign Phases
  - Give BIG Day has 3 Phases: Pre-Event, Event and Post-Event. Ensure you are looking at the content and send during the appropriate times.
    - <u>Pre-Event</u> – days leading up to and including September 15.
    - <u>Event</u> – Give BIG Day is September 16.
    - <u>Post-Event</u> – September 17 and after.