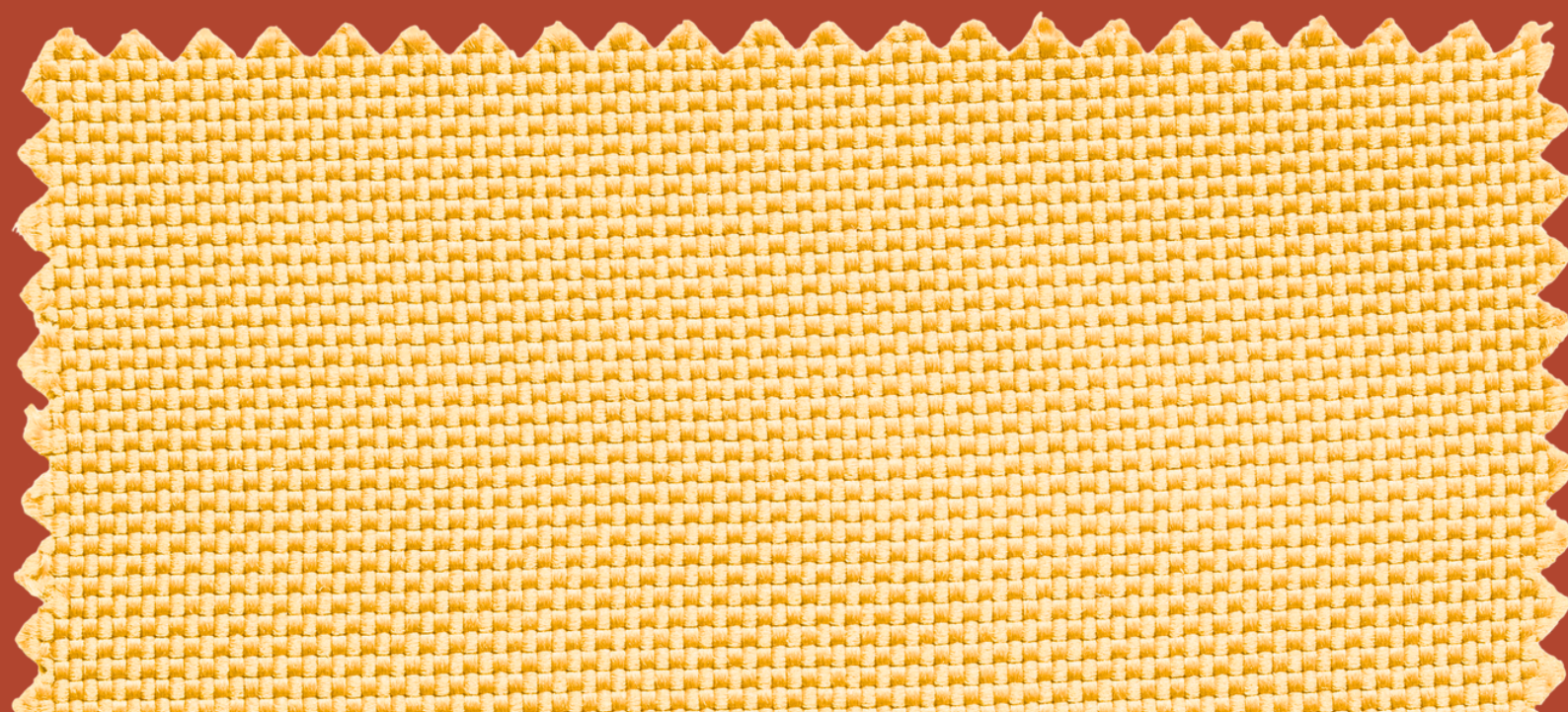
gtmd
november 19, 2026

Give to the Max Day

CHECKLIST FOR SUCCESS



CHECKLIST FOR SUCCESS DURING GTMD26

*Whether it's your first time or your seventeenth time participating in Give to the Max, use this checklist to make sure you have what you need before **November 19!***

On GiveMN.org

- [ ] Search for your organization on GiveMN.org. Not there? Try searching by your EIN. Or contact help@givemn.org.
- [ ] Request administrator access by clicking "Manage this Organization" on your page, located just below "Organization Info."
- [ ] Once you have access, register for GTMD26 to be eligible for our expanded prize pool, including $500 Golden Tickets every 15 minutes.
- [ ] Make sure your EFT information is up to date in Disbursement Settings. This ensures that your disbursement after Give to the Max is easy and efficient.
- [ ] Reset your page metrics and add a goal on your Organization Page so donors can track your progress and celebrate with you.
- [ ] Update your automated email thank you at Checkout > Donation Receipt. This is the first thank you message your donors will receive so make it authentic and heartfelt!
- [ ] View all of GiveMN's no-cost tools and templates to help you prepare for your campaign in the GTMD Resources section.
- [ ] High-power fundraising tools are available at no-cost all year long on GiveMN.org! Take advantage of features like the matching grants tracker, donor retention report, and donation widgets to supercharge your GTMD campaign!

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Prepare your team

- [ ] Mark November 1–19, 2026, on your calendar and make sure your colleagues have these dates saved as well!
- [ ] Fundraising success requires a team! Gather the colleagues who will help you plan and execute your Give to the Max campaign to talk about what went well last year, what you'd like to change this year, and what goals you have for your campaign.
- [ ] Reach out to your board of directors! Your board members can give a donation during Give to the Max, reach out to their friends and family to support your organization, make thank you calls on behalf of your cause, and so much more.
- [ ] Connect with volunteers and other supporters of your organization. Let them know when Give to the Max is happening and how they can get involved.

Maximize the generosity around you

- [ ] Consider how you can offer a matching gift during your campaign. Matching gifts are the BOGO coupons of fundraising, and who doesn't love a good deal? There are many ways to go about offering a match: perhaps a local company or foundation is willing to provide a pool of funds for you to leverage, maybe your board of directors puts together a challenge fund...get creative!
- [ ] During GTMD26, we'll be giving away more than $100,000 to nonprofits and schools across Minnesota! Every donation made has an equal chance of securing a Golden Ticket prize, so make sure your supporters know that their gift can help you secure extra support!

Stand out from the crowd

- [ ] Make a game plan. We provide the hook, but it's up to you to make the most out of Give to the Max Day for your organization. Be creative, have fun and try to plan your campaign in advance!
- [ ] What communication channels do your supporters use the most? Work smarter, not harder by meeting your audience where they're at. Have a large Facebook following? Make sure you're advertising your campaign on social media! Have a large email list? Send out emails leading up to *and* on Give to the Max Day!

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- [ ] Use the hashtag #GTMD26 leading up to and throughout the day. It's an easy way to see which causes people are talking about – including yours.
- [ ] Need some graphic design help? Visit our GTMD Resources section for social media images and logos, and view our free Canva templates to help get you started.
- [ ] Rally your supporters. Equip your fans with simple and fun messages to help spread the word and generate excitement for your cause. Engage your board, volunteers, staff, etc. These are your champions – encourage them to speak up on your behalf.

Celebrate your wins

- [ ] Thank your donors—email, mail, phone call—no matter how you thank people, just make sure it's heartfelt and unique to your organization.
- [ ] Share your wins and successes! Keep people engaged with your mission by not only asking them to participate during Give to the Max, but keeping them in the loop afterwards. Share the impact their gifts will have on your mission, what will happen next, and how they can stay involved.
- [ ] We mentioned that fundraising success requires a team - so, celebrate your team! Fundraising is a collaborative effort so take time to thank your colleagues, recognize their good work, and take a collective moment of rest before the calendar year-end push.

Want more?

Still have questions? Here are some places you can go to for more help:

- Email our team at help@givemn.org if you have questions about your organization page or any of the tools on GiveMN.org.
- Visit the GTMD26 Resources area on GiveMN.org for more templates, guides, and tools to help make your campaign the best it can be.
- Take advantage of tools like Canva.com to help you create quick, eye-catching designs for your campaign. (Pro tip: Canva Pro is available for free for nonprofits!)

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