Welcome!
We’ll get started at 10 a.m. ET.

- Introduce yourself using the Chat feature.
- Select To “All panelists and attendees” before sending your message.
- Use the Q&A tool to ask questions.
GlobalGiving

Accelerator

Session One: Setting SMART Goals + Submitting your Project
1. Learn how to create an inspiring project page on GlobalGiving.

2. Outline your broad goals and turn them into SMART goals.

3. Use your SMART goals to create an actionable campaign plan.
Agenda

1. Introduction & Accelerator Overview
2. Creating & Submitting your Project
3. SMART Goals + Calendar Planning
4. Next Steps
5. Q&A
Webinar Guidelines

- Comments → Chat
- Questions → Q&A
- Leave webinar + rejoin if experiencing audio/technical issues
- Webinar recording & slides will be available on the Accelerator Hub page within 12 hours
Introduction
Meet Your Trainers

Megan DeSisti
Program Associate - New Partner Support

Anna Juszczak
Program Fellow
“Start where you are, use what you have, do what you can.”

ARTHUR ASHE
Fundraising during COVID-19 is tough
YOU ARE TOUGHER!

• The work you’re doing for your constituents is essential, and so are you!

• Session Two: **Know your donors** and build your team of fundraising advocates

• Session Three: Focus on **storytelling**, donors give when they feel inspired

• Session Four: **Communicate clearly** and segment your communications

• Encourage sharing! Prompt donors to share why they gave

**Use the Accelerator as an opportunity to energize your network!** Campaign incentives are designed to support you in your fundraising asks
GlobalGiving’s mission is to transform aid and philanthropy to accelerate community-led change.
The Accelerator is the first step to joining GlobalGiving’s community of nonprofit partners!
Virtual Training Program
Aug. 31 - Sept. 3

Submit your project
By Sept. 4

Fundraising Campaign
Sept. 14 - 30
# Sept. 2020 Accelerator Calendar

<table>
<thead>
<tr>
<th></th>
<th>SUN</th>
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<td><strong>Aug. 30 - Sept. 5</strong></td>
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- **Training Week** (Aug. 30 - Sept. 5)
- **Campaign Preparation** (Sept. 6 - 12)
- **Campaign Starts!** (Sept. 13)
- **Campaign Ends!** (Sept. 30)
- **Campaign Preparation** (Oct. 4 - 10)
- **Project Due!** (Sept. 10)
- **24-hour Bonus Day!** (Sept. 23)
- **Campaign Preparation** (Oct. 4 - 10)
- **Labor Day - GlobalGiving Office Closed** (Sept. 7)

*GlobalGiving*
Important Dates

You can find all of the important dates (and much more!) on the Accelerator Hub page, your go-to resource during this experience.

- Sept. 4: Project submission deadline
- Sept. 10: Optional deadline to lower your fee
- Sept. 14, 09:00:00 E.T.: Crowdfunding campaign begins!
- Sept. 23: Deadline to receive checks + wire transfers
- Sept. 23, 00:00:00 ET - 23:59:59 ET: 24-hour Bonus Day
- Late October: GlobalGiving disburses funds raised during the Accelerator. Please see the “Disbursements” section for more details.
Submitting your project is required

Sept. 4
5 p.m. ET
To be a GlobalGiving partner, during the Accelerator (Sept. 14-30), your organization needs to raise at least:

$5,000 from 40 unique donors.
The more you raise, the more you win of GlobalGiving's $20,000 Incentive Fund

Two $1,000 prizes
- Most funds raised
- Most unique donors

SEPT. 23
00:00:00 ET - 23:59:59 ET
BONUS DAY

Terms and Conditions Apply
Prize Overview

Top Performing Organizations

$10.5K in Overall Prizes

$10K from 60 donors
Homepage Time on GlobalGiving

$7.5K from 50 donors
Exclusive Email Promotion

$5K from 40 donors
Become a GlobalGiving Partner
## Overall Prizes

All organizations are in the running to win these prizes until the end of the campaign on Sept 30.

<table>
<thead>
<tr>
<th>Most Funds Raised</th>
<th>Most Unique Donors</th>
<th>Most Recurring Donors</th>
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</thead>
<tbody>
<tr>
<td><strong>1st Place</strong></td>
<td><strong>1st Place</strong></td>
<td><strong>1st Place</strong></td>
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<tr>
<td>$3,000</td>
<td>$2,000</td>
<td>$1,000</td>
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<tr>
<td><strong>2nd Place</strong></td>
<td><strong>2nd Place</strong></td>
<td><strong>2nd Place</strong></td>
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<tr>
<td>$1,500</td>
<td>$1,000</td>
<td>$500</td>
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<tr>
<td><strong>3rd Place</strong></td>
<td><strong>3rd Place</strong></td>
<td><strong>3rd Place</strong></td>
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<tr>
<td>$500</td>
<td>$500</td>
<td>$250</td>
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</table>

## Bonus Day Prizes

Compete to win a proportional share of the $20,000 Incentive Fund.

<table>
<thead>
<tr>
<th>Most Funds Raised</th>
<th>Most Unique Donors</th>
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</thead>
<tbody>
<tr>
<td><strong>$1,000</strong></td>
<td>$1,000</td>
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</table>

**BONUS DAY | SEPT. 23**

*Terms and Conditions Apply*
Count Twice!
towards your goal of 40 unique donors
and towards donor bonus prizes

UNIQUE DONOR COUNT

Terms + Conditions Apply
100% Matching on new monthly donations*

* Terms and conditions apply
How the Accelerator Recurring/Monthly Donor Match Works

New recurring donations (up to $200) will be matched at 100% after the third automatic payment.

If a recurring donation is cancelled before the third automatic payment, the one-time match will not be applied.

If your organization does not graduate from the Accelerator, your recurring donations will be cancelled.
Track your progress on the leaderboards!

<table>
<thead>
<tr>
<th>Rank</th>
<th>Project Description</th>
<th>Donations</th>
<th>One Time Donors</th>
<th>Recurring Donors</th>
<th>Donor Count</th>
<th>GlobalGiving Promotion</th>
<th>Bonus Prizes**</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Rescue/Vet/Transport/Adopt 200 Street Dogs from PB by MAD Rescue of WNY Give Now / Share</td>
<td>$0 Raised / $5,000 Remaining</td>
<td>0</td>
<td>0</td>
<td>$0 Raised / Remaining</td>
<td>$6,000 / Remaining</td>
<td></td>
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<tr>
<td>1</td>
<td>Ending malnutrition in 10 Villages of Nyanza by JOVITAMYE ORGANIZATION Give Now / Share</td>
<td>$0 Raised / $5,000 Remaining</td>
<td>0</td>
<td>0</td>
<td>$0 Raised / Remaining</td>
<td>$6,000 / Remaining</td>
<td></td>
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<tr>
<td>1</td>
<td>Animal rescue and shelter project. Accra-Ghana by Concern Animal Rescue and Shelter Give Now / Share</td>
<td>$0 Raised / $5,000 Remaining</td>
<td>0</td>
<td>0</td>
<td>$0 Raised / Remaining</td>
<td>$6,000 / Remaining</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Rescue 25 Second Hand Dogs from the Deep South by Paws New England Give Now / Share</td>
<td>$0 Raised / $5,000 Remaining</td>
<td>0</td>
<td>0</td>
<td>$0 Raised / Remaining</td>
<td>$6,000 / Remaining</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Getting results in Africa's largest township!</td>
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Our Fees

ACCELERATOR PARTICIPANTS
12% platform fee
plus a 3% processing fee until $5,000 is raised

US/UK NONPROFIT PARTNERS
5% platform fee
plus a 3% processing fee

NON-US/UK NONPROFIT PARTNERS
7% platform fee
plus a 3% processing fee
The **Accelerator Hub** page is where you can find all the information you need about the Accelerator. **Terms + Conditions, training registration + resources, and campaign information!**

[www.globalgiving.org/acceleratorhub](http://www.globalgiving.org/acceleratorhub)
<table>
<thead>
<tr>
<th>SESSION</th>
<th>Topic</th>
<th>Date</th>
<th>Time</th>
<th>Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Setting SMART Goals + Project Submission Tips</td>
<td>August 31, 10:00 AM ET</td>
<td></td>
<td>+ Show More</td>
</tr>
<tr>
<td>2</td>
<td>Network Mapping + Advocates</td>
<td>September 1, 10:00 AM ET</td>
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<td>+ Show More</td>
</tr>
<tr>
<td>3</td>
<td>Storytelling</td>
<td>September 2, 10:00 AM ET</td>
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<td>+ Show More</td>
</tr>
<tr>
<td>4</td>
<td>Connecting with your Network</td>
<td>September 3, 10:00 AM ET</td>
<td></td>
<td>+ Show More</td>
</tr>
</tbody>
</table>

Watch recording on Accelerator Hub page, all training recordings will be available within 12 hours of the live webinar.

Click on “+ Show More” to access additional resources!
Setting SMART Goals + Project Submission Tips

Donors need motivation to give! And you need a plan. To set yourself up for success, outline your SMART goals before the crowdfunding campaign begins. Need help posting your project? We'll walk you through the steps.

Learning Objectives
1. Outline your broad goals and turn them into SMART goals.
2. Use your SMART goals to create an actionable plan.
3. Learn how to post your project on GlobalGiving.

Recommended Learning
- Beginner's Crowdfunding Guide
- Recurso en Espanol: Crowdfundamentals
- 27 Free Resources For Nonprofits
- Success Story: They Raised $17,887 In 14 Days Through Crowdfunding in Guatemala
- Recurso en Espanol: Crowdfunding En Mexico

August 31, 10:00 AM ET
Submitting Your GlobalGiving Project
Explore Projects

Search by keyword

COUNTRY ▼

THEME ▼

RECOGNITION ▼

Clear All Filters
Log in to your Dashboard
Edit New Lives for 124 Women of the Guatemala City Dump

Project Description

PROJECT TITLE

New Lives for 124 Women of the Guatemala City Dump

URL


PROJECT SUMMARY

We provide economic opportunity and a safe space for women who live and work around the Guatemala City Garbage Dump. Our income-generating program offers stable employment outside of the dangerous and dirty job of harvesting trash to resell, while our supportive services address the significant social and emotional challenges the women face. By fostering hope, solidarity and education in an environment of huge gender inequality and violence, we believe an alternative female reality is possible.

THEME

Women and Girls

Add a Secondary Theme
New Lives for 124 Women of the Guatemala City Dump

$33,592 raised of $38,000 goal
384 donations
$4,408 to go

Donate once
$10 (USD) allows a woman to participate in exercise, health and support groups for 1-week by providing childcare for her kids

$15 (USD) covers the cost of a woman participating and completing 6-weeks of financial literacy training

$20 (USD) trains a woman in key business skills in order to sustain her own social enterprise
Project Description

PROJECT TITLE

A film to amplify refugee education in Malawi

URL


PROJECT SUMMARY

Have you ever watched a documentary and felt compelled to take action? With your support we will produce SAWDUST, a film to tell the great story of Jacques Kabongo. A refugee who fled DRC to save his family's life. Through vocational training received from the NGO There is Hope, Jacques' hopeless life drastically changed and he became self-reliant. This film will be widely distributed to make a strong case about the need to increase vocational education investment at the Dzaleka camp in Malawi.
Fundraising Amount

You can edit your fundraising goal at any time during the campaign.

$5,000 minimum goal
$50,000 maximum goal

Add a Secondary Theme

Funding Amount
REQUESTED FUNDING AMOUNT

$5000

Donation Options
Include donation options at various levels ($10, $25, $50, $100, and more) that show the specific impact that a donation at different amounts could make.

How much money do you want to raise (in USD)?
Enter the total cost to carry out the project in whole US dollars. Use commas, not decimals (e.g. $35,000).

$50,000 is the maximum initial fundraising goal while participating in the Accelerator.
Summary
Cyclone Idai has caused severe flooding in Malawi, Mozambique, and Zimbabwe. Concern Worldwide is already on the ground in Malawi, where the floods have affected more than 900,000 people, leaving over 125,000 people homeless. The Malawian government declared a State of National Disaster on March 8, and the displaced are scattered across 173 makeshift camps. Concern is initially responding by providing essential items to the displaced, with plans to carry out shelter and hygiene activities.

Challenge
Cyclone Idai struck Southern Africa in early March, severely impacting Mozambique, Malawi, and Zimbabwe. The cyclone brought torrential rains and 130 mph winds to the region. At the time of writing, at least 3 million people...
Practice Writing Your Project Title *(50 characters max!)*
Type into the chat box an example project title that you might use.

1. **Who** is your project serving?
2. **How** are you meeting your community’s needs?
3. **How many** people is your project helping?
4. **Where** is your project based?
Make Your Summary Easy to Understand and Jargon-Free

Keep it simple!

Summary
Tens of thousands of kids and youths living in Sierra Leone study at night using kerosene lanterns and open-flame candles. Many of these homes are off-the-grid - with no electricity. The smoke from these light sources is unsafe and hazardous to their health. The flames are also a fire hazard - that have resulted in unfortunate loss of life and property. Develop Africa is helping to address this by providing safe, renewable, solar-powered lights to kids and youths.
Upload Close-Up High-Resolution Photos

We won’t accept your organization’s logo as the main project photo

- Positive and empowering imagery
- Image focuses on one individual (or small group)
- Focal point engaging with the audience
- Refer to GlobalGiving’s photo guidelines
<table>
<thead>
<tr>
<th>Price</th>
<th>Donation Description</th>
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</thead>
<tbody>
<tr>
<td>$10</td>
<td>Sponsor tasty and nutritious meals for 1 Nerdy kid for a week of camp</td>
</tr>
<tr>
<td>$30</td>
<td>Sponsor a hands-on science project for 1 Nerdy kid, e.g., &quot;egg drop&quot; parachutes, aerodynamic cardboard airplanes, build your own bridge/robot, solar powered car, air powered rockets</td>
</tr>
<tr>
<td>$60</td>
<td>Sponsor a whole day of camp for 1 Nerdy kid</td>
</tr>
<tr>
<td>$75</td>
<td>Sponsor projects for a whole week of camp</td>
</tr>
<tr>
<td>$100</td>
<td>Malian Nerdy teacher stipend for a week of camp</td>
</tr>
<tr>
<td>$200</td>
<td>Sponsor a Nerdy field trip for the whole camp, e.g., visit to the local electric plant, Air Traffic Control center, television broadcast studio</td>
</tr>
<tr>
<td>$400</td>
<td>Sponsor one Nerdy kid’s entire summer camp</td>
</tr>
<tr>
<td>$500</td>
<td>Malian Nerdy teacher’s stipend for the whole camp</td>
</tr>
</tbody>
</table>

**Meaningful Donation Options**

- 5 to 8 options at varied price levels, **including at least one option less than $30**
- Specific, measurable, and time-bound donation options
- Compelling and attractive descriptions
Donation Options

Include donation options at various levels ($10, $25, $50, $100, and more) that **show the specific impact** that a donation at different amounts could have. Be sure that donation options tie into your **project's budget** and your **stated activities**. Donation options must be **at least $10** and projects **without one small donation option will not be approved**.

Click this button for help in converting from your local currency:
<table>
<thead>
<tr>
<th>Amount</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>$20 USD</td>
<td>buys one box of photocopying paper for our teachers to use.</td>
</tr>
<tr>
<td>$25 USD</td>
<td>will provide pencils, crayons, paper, rulers and erasers for one child for the whole school year.</td>
</tr>
<tr>
<td>$100 USD</td>
<td>will give our girls who stay in our small hostel, breakfast lunch and dinner every day for one week.</td>
</tr>
<tr>
<td>$250 USD</td>
<td>supports our teacher’s aide in our preparatory year as our littlest children begin their school career. $250 covers our aide’s salary for one month.</td>
</tr>
<tr>
<td>$400 USD</td>
<td>insures our school bus, and the children we transport, for three months in case of an accident / damage. Insurance is expensive, but our kids are worth it.</td>
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<tr>
<td>$450 USD</td>
<td>makes sure 100 children arrive at school safely every day. Our careful driver Maxwell is a licensed and registered driver of our 22 seater bus. This will cover his monthly salary.</td>
</tr>
<tr>
<td>$1,100 USD</td>
<td>means our children learn their home (indigenous) language at school. This is one month’s salary for our Xhosa language teacher.</td>
</tr>
<tr>
<td>$1,500 USD</td>
<td>is a direct investment in quality education. Teachers are the backbone of any school and ours are no exception. $1500 will cover the salary of a qualified teacher for one month.</td>
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</tbody>
</table>

Check out the project page! [https://goto.gg/27732](https://goto.gg/27732)
The Resources Section

Resources

Learn more at our Website
Like us on Facebook
Follow us on Twitter
Follow us on LinkedIn
Project Status Overview

1. **Give water give life**
   - Goal: $10,000
   - Raised: $0
   - Status: Draft

2. **Hold a month-long swim camp for 50 kids in Benin.**
   - Goal: $1,800
   - Raised: $0
   - Status: Draft (Pending Approval)

3. **Sponsor a child for education in India**
   - Goal: $20,000
   - Raised: $0
   - Status: Preapproved

4. **APOPO HeroTREES - Carbon offsetting in Tanzania**
   - Goal: $5,000
   - Raised: $3,634
   - Status: Active
Help children with disabilities play baseball
by FUNDACION EDUCATIVA Y CULTURAL DON JOSE S. HEALY, A.C.

Summary
At the Healy Foundation we believe in including everyone with disabilities in playing sports. It is important to provide spaces properly adapted to the needs of children with disabilities so that they can benefit physically and emotionally from playing baseball. Our purpose at this time is to provide

Coming Soon
This project will start accepting donations on Monday, June 11, 2018 at 09:00 AM EDT:

16 Days 16 Hours 45 Minutes 47 Seconds

Get Updates via Email

your email
SIGN UP

We'll only send you email updates about this project.
Share on social media

Link to this project

**Project URL**
The URL for this project's page on GlobalGiving.org.


**Short project URL**
A shorter URL to use in printed materials or elsewhere.

https://gogo.gg/40330

**Monthly donation URL**
This URL will display monthly donation options by default.

You may submit edits any time before or during the campaign, but please note GlobalGiving takes one-three business days to review edits.

Submit wisely and (ideally) in a batch.
What goals do you have for the Accelerator?
SMART is an acronym

Specific
Measurable
Action-Oriented
Realistic
Time-Bound
• Set an *ambitious but possible* fundraising goal

• Example: “We’re going to raise $1,000 from 10 donors in Week One of the campaign”

• **Work backwards** to lay out how you’ll achieve this goal

• Identify your **fundraising team** early to divide roles & responsibilities

• Run your team through a **network mapping** exercise

• Be collaborative, creative, and build energy!
You have a SMART goal to engage your board of directors to raise $1,000 from 10 donors during the first week of the Accelerator:

- **What** actions will you undertake to reach this goal?
  - **When** will you take these actions?
  - **Who** in your team will do them?
Team Roles + Responsibilities

- Mass emails
- Social media
- **Graphics**
- Personal fundraising asks

- Plug into existing networks
- Investigate new networks
- **Team motivator**
- Write a call script
- Host virtual event(s)
- Send thank yous
<table>
<thead>
<tr>
<th>Campaign Goals (Initial goals)</th>
<th>Campaign objectives (SMART goals)</th>
<th>How will we do this? (Actions)</th>
<th>How will we measure success?</th>
</tr>
</thead>
</table>
| To increase funds for our after school program | To raise $5,000 in 3 weeks from 70 donors | • Email and call past supporters  
• Host a movie night  
• Train volunteer team | • Amount of money raised  
• Total number of donors |
| To increase our individual supporter base | To gain 30 new donors during the Accelerator | • Engage “fundraising advocates” to reach out to their friends  
• Host event open to public and encourage newcomers | • Number of new donors |
| To improve our skills in online fundraising | • Raise more money online than last year.  
• Increase team’s confidence in online fundraising. | • Attend Accelerator trainings  
• Create a Facebook page  
• Develop a giving page | • Completed Accelerator homework  
• Number of dollars raised  
• Number of donors  
• Graduate from Accelerator! |
Take time to plan.
Make a plan.
Create a calendar.
# Sept. 2020 Accelerator Calendar

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<th>SUN</th>
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- **Training Week** (Aug. 30-Sept. 5)
- **Campaign Preparation** (Sept. 6 - 12)
- **Campaign Starts!** (Sept. 13 - 19)
- **24-hour Bonus Day!** (Sept. 20 - 26)
- **Campaign Ends!** (Sept. 27 - Oct. 3)
- **Project Due!** (Sept. 20)
- **GlobalGiving Office Closed** (Sept. 6)
- **Bonus Day!** (Oct. 4)
Facebook Group Activity

Share your project title idea (s) in the Accelerator Facebook group

Create a Facebook post and share your project title idea (s).

You can even create a Facebook poll and have all of us vote on our favorite title!
Watch recording on Accelerator Hub page

**INTRO**

**September 2020 Accelerator Introduction Video**
Previously recorded

**SESSION 1**

**Setting SMART Goals + Project Submission Tips**
August 31, 10:00 AM ET

**SESSION 2**

**Network Mapping + Advocates**
September 1, 10:00 AM ET

**SESSION 3**

**Storytelling**
September 2, 10:00 AM ET

**SESSION 4**

**Connecting with your Network**
September 3, 10:00 AM ET
PROJECT SUBMISSION DEADLINE

Sept. 4
5 p.m. ET
We’re here for you!

Email us at accelerator@globalgiving.org if you have questions. We respond in one-three business days.