

Use this timeline to guide you on your Susan G. Komen 3-Day[®] journey.

Event City and Date: _____

6-10 MONTHS TO GO

Date: _____

- Read your Fundraising Handbook
- Get your first donation
- Subscribe to the 3-Day Blog
- Start a team and ask your family and friends to join
- Watch a fundraising webinar at The3Day.org/FundraisingWebinar
- Add coaches@the3day.org to your "safe" sender list
- Set up your Personal Page
- Send a fundraising email/letter
- Set up a Facebook Fundraiser linked from your 3-Day Participant Center.
- Download the Susan G. Komen 3-Day Fundraise app from the Apple Store or GooglePlay

5 MONTHS TO GO

Date: _____

Count backwards 5 months from your event.

- Visit the Training section of the 3-Day website
- Attend a "Get Trained" workshop (or watch the video)
- Come to a 3-Day local event
- Like the 3-Day Coaches Facebook page for your city to connect and stay informed
- Download the 3-Day training app
- Like and follow the 3-Day on social media: Facebook (the3day), Twitter (the3day) and Instagram (komen3day). Use #The3Day when you post!

4 MONTHS TO GO

Date: _____

Count backwards 4 months from your event.

- Review the training resources at The3Day.org/Training
- Send follow-up emails to potential donors
- Pass out 3-Day business cards to everyone you see
- Attend a Training Kick-Off event
- Call your coach to check in. Ask questions & get help with your fundraising if needed
- Plan a fundraising event with your team
- Still looking for a team to join? Contact your coach at 800-996-3DAY
- Share that you're walking the 3-Day on social media, and ask your friends to join you

3 MONTHS TO GO

Date: _____

Count backwards 3 months from your event.

- Visit a 3-Day Outfitter
- Update your Facebook status with a fundraising message
- Attend an official training walk or coach-led event
- Visit your participant center to view the travel information for your event city
- Ask your donors if their employers have a matching gift program
- Send follow-up emails to potential donors
- Update your friends & family on your training and fundraising progress

2 MONTHS TO GO

Date: _____

Count backwards 2 months from your event.

- Plan your travel to the event and make hotel reservations, if necessary
- Attend an official training walk or coach-led event
- Put up a 3-Day poster at your workplace and pass out donation forms
- Join the conversation on the 3-Day Facebook page
- Check out the "Things 3-Day Walkers Understand" board at [Pinterest.com/The3Day](https://www.pinterest.com/The3Day)
- Send follow-up emails to potential donors
- Watch the fundraising webinar "How to Meet Your Fundraising Minimum in a Matter of Days" at The3Day.org/FundraisingWebinar

1 MONTH TO GO

Date: _____

Count backwards 1 month from your event.

- Attend a "Get Packed" workshop online
- Complete Online Check-In
- Share photos of your training and fundraising progress on social media with #The3Day
- Attend an official training walk
- Send follow-up emails to potential donors
- Use the Susan G. Komen 3-Day Fundraise App to email, call or text donation requests from your phone

2 WEEKS TO GO

Date: _____

Count backwards 2 weeks from your event.

- Invite your supporters to the Closing Ceremony
- Countdown to the 3-Day on Facebook or Twitter with #The3Day
- Don't forget to ask for donations!
- Start laying out your gear and packing your bag! (Use the packing checklist to ensure you haven't forgotten anything.)
- Send thank you notes to donors as donations arrive, then again after the event with some photo highlights

1 WEEK TO GO

Date: _____

Count backwards 1 week from your event.

- Print your official credential
- Confirm your transportation to and from the event
- Share your excitement on social media with #The3Day
- Do one final fundraising push
- Embark on a life-changing 3-Day journey!