

DIGITAL NINJAS

EOFY BATTLE PLAN

Strategic Implementation Worksheet

Mapping Your Charity's Route to June 30

Execution is the difference between a goal and a milestone. This worksheet maps the precise tactical steps required to capture EOFY momentum.



The Heart (Phase 1)

The Why: Identify your core emotional hook. What single story or data point best illustrates the cost of not acting?

Focus on empathy and immediate need.



The Head (Phase 2)

The How: Your transactional lever. What is the primary fiscal incentive? (e.g. 100% tax-deductibility, gift matching).

Focus on efficiency and rational benefits.

SECTION 1: THE MESSAGE AUDIT (HEART VS HEAD)

Identify your core emotional hook (The Why) and your transactional lever (The How).

The Heart (Phase 1): What single story or data point best illustrates the cost of *not* acting?

Type here:

The Head (Phase 2): What is the primary fiscal incentive for your donors (e.g. 100% tax-deductibility, gift matching)?

Type here:

Phase	Working Subject Line	Primary Call To Action
Email 1: Warm Up Mid-May Transition	The Heart: Share the story...	Engage / Learn More
Email 2: Urgency Mid-June Deadline	The Head: Tax benefits reminder...	Donate Now
Email 3: Final Ask June 29/30 Climax	Clock is ticking: Impact doubles...	Give Instantly

SECTION 2: 3-STEP EMAIL SEQUENCE PLANNER

Define the subject lines and primary Call To Action for your high-impact sequence.

Phase	Working Subject Line	Primary CTA
Email 1: Warm Up (Mid-May)		
Email 2: Urgency (Mid-June)		
Email 3: Final Ask (June 29/30)		



Matched Giving

Corporate donor "pot" used to double the impact of individual gifts.



Tax Calculator

Integrated tool to show real-time savings during donation.



Frictionless

Apple/Google Pay enabled for 60-second mobile filing.



SMS Integration

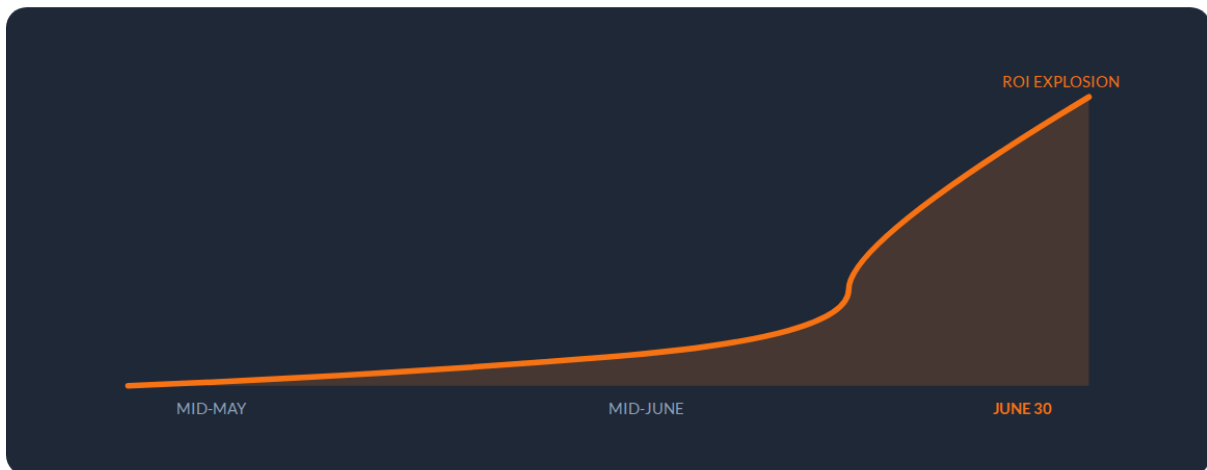
A planned "Final 48 Hour" direct text for urgent reach.

SECTION 3: PERFORMANCE LEVER CHECKLIST

Which "sharp blades" will you be utilising this year? (Check all that apply)

- Matched Giving:** Do we have a corporate or major donor "pot" to double impact?
- Tax Calculator:** Is the calculator integrated into the donation journey?
- Frictionless Payments:** Are Apple/Google Pay enabled for 60-second mobile filing?
- SMS Integration:** Do we have a plan for a "Final 48 Hour" direct text?

Phasing your spend correctly ensures you capture the critical spike in donor intent.



SECTION 4: THE HOCKEY STICK BUDGET PLANNER

Phasing your spend for maximum ROAS.

- **Foundation Spend (May):** Estimated % of total budget: _____%
- **Urgency/Conversion Spend (June 23–30):** Estimated % of total budget: _____%

(Target: Save 20–40% for the final 7 days to capture the ROI explosion)

Notes:

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