PROJECTWORLD I M PACT

PRO PLAN TIME

Project World Impact is an online hub that provides nonprofits with innovative tools to take their fundraising and visibility to the next level. Helping over 100,000 nonprofits connect with over 10,000,000 users – and counting.





























SWIPE

GROUPGIVE

FUND

GOOGLE GRANT

STORYTELLER

ER T

TEXT2GIVE (

CROWDFUND

AUCTION

EVENTS

SOAPBOX

CONVENE

SUPPORT

MARKETING

FORMBUILDER

Month 1: Getting Started Total Time: 9+ Hours

PWI PRODUCTS	ACTION STEP		HELP LINKS			(COMPLETED
Create a Profile	Fill out PWI ProfileAdd your payment gateway	30 MINS	How do I fill o	ent gateway	le page?		
PWI Resource Library	Download any resource from the PWI Resource Library	10 MINS	Resources Lib	<u>erary</u>			
PWI Shoutout	Send us something to Tweet out to our audience	10 MINS	<u>FAQs</u>	Submit a Shouto	<u>ut</u>		
PWI Swipe	 Get at least 5 supporters on Swipe Embed Swipe on website Send at least 1 Swipe email to supporters Share on social media 	2 HOURS	<u>Resources</u>	<u>Dashboard</u>	FAQs	<u>Embed</u>	
PWI GroupGive	 Create GroupGive campaign Embed GroupGive Getting Started Card to Website Send at least 1 GroupGive email to supporters Share on social media 	2 HOURS	<u>Resources</u>	<u>Dashboard</u>	<u>FAQs</u>		
PWI Fund	 Get at least 5 supporters on Fund Embed Fund on website Send at least 1 Fund email to supporters Share on social media 	1 HOUR	<u>Resources</u>	<u>Dashboard</u>			
Google Grant	 Do you already have access to the Google Ad Grant? Are you interested in applying? Let's talk about the process. 	1 HOUR	<u>FAQs</u>				
PWI Storyteller	 Create testimonial on Storyteller Embed Storyteller on website 	1 HOUR	<u>Resources</u>	<u>Dashboard</u>	<u>FAQs</u>		
PWI Text2Give	Set up Text2Give	30 MINS		Dashboard	<u>FAQs</u>		
PWI Crowdfund							
PWI Auction							
PWI Events							
PWI Soapbox	Connect your Facebook & Twitter	10 MINS	How do I add	a social account?			
PWI Convene							
Support Center (9-5 CT)	Schedule your recurring monthly meeting with a Nonprofit Coordinator	30 MINS	Schedule a 30	min meeting			

Month 2: Next Steps

PWI PRODUCTS	ACTION STEP		HELP LINKS		COMPLETED
PWI Profile	Update profile	30 MINS	How do I fill o	ut my nonprofit profile page?	
PWI Resource Library	Download any resource from the PWI Resource Library	10 MINS	Resources Lib	<u>rary</u>	
PWI Shoutout	Send us something to Tweet out to our audience	10 MINS	<u>FAQs</u>	Submit a Shoutout	
PWI Swipe	 Get at least 25 supporters on Swipe Send at least 1 Swipe email to supporters Share on social media 	1 HOUR	Resources	<u>Dashboard</u>	
PWI GroupGive	 Get at least 5 GroupGive supporters to create a GroupGive Campaign Send at least 1 Groupgive email to supporters Share on social media Embed GroupGive Gallery to website 	1 HOUR	<u>Resources</u>	<u>Dashboard</u>	
PWI Fund	 Get at least 20 supporters on Fund Send at least 1 Fund email to supporters Share on social media 	1 HOUR	<u>Resources</u>	<u>Dashboard</u>	
Google Grant					
PWI Storyteller	 Get at least 10 videos on PWI Storyteller Send at least 1 Storyteller email to supporters Share on social media 	1 HOUR	<u>Resources</u>	<u>Dashboard</u> <u>FAQs</u>	
PWI Text2Give	 Recieve at least 5 Text2Give donations Send at least 1 Text2Give email to supporters Share on social media 	1 HOUR		Dashboard <u>FAQs</u>	
PWI Crowdfund	 Create a Crowdfund project Send at least 1 Crowdfund email to supporters Embed Crowdfund on website Share on social media 	2 HOURS	Resources	Dashboard	
PWI Auction					
PWI Events	Create an Event	1 HOUR	<u>Dashboard</u>	FAQ's	
PWI Soapbox	Connect your Facebook & Twitter	30 MINS	How do I add a	a social account?	
PWI Convene					
Support Center (9-5 CT)	Meet Nonprofit Coordinator for Monthly Meeting	30 MINS	Schedule a 30	min meeting	

Month 3: Next Steps

PWI PRODUCTS	ACTION STEP		HELP LINKS		COMPLETED
PWI Profile	Update profile	30 MINS	How do I fill o	ut my nonprofit profile page?	
PWI Resource Library	Download any resource from the PWI Resource Library	10 MINS	Resources Lib	<u>rary</u>	
PWI Shoutout	Send us something to Tweet out to our audience	10 MINS	<u>FAQs</u>	Submit a Shoutout	
PWI Swipe	 Get at least 25 supporters on Swipe Send at least 1 Swipe email to supporters Share on social media 	1 HOUR	Resources	<u>Dashboard</u>	
PWI GroupGive	 Get at least 5 GroupGive supporters to create a GroupGive Campaign Send at least 1 Groupgive email to supporters Share on social media Embed GroupGive Gallery to website 	1 HOUR	<u>Resources</u>	<u>Dashboard</u>	
PWI Fund	 Get at least 20 supporters on Fund Send at least 1 Fund email to supporters Share on social media 	1 HOUR	<u>Resources</u>	<u>Dashboard</u>	
Google Grant					
PWI Storyteller	 Get at least 10 videos on PWI Storyteller Send at least 1 Storyteller email to supporters Share on social media 	1 HOUR	<u>Resources</u>	<u>Dashboard</u> <u>FAQs</u>	
PWI Text2Give	 Recieve at least 5 Text2Give donations Send at least 1 Text2Give email to supporters Share on social media 	30 MINS		Dashboard <u>FAQs</u>	
PWI Crowdfund	 Get 50% of project funded Send at least 1 Crowdfund email to supporters Share on social media 	1 HOUR	<u>Resources</u>	Dashboard	
PWI Auction					
PWI Events	 Send at least 1 Event email to supporters Share on social media 	1 HOUR	<u>Dashboard</u>	FAQ's	
PWI Soapbox	Schedule at least 10 social media posts	1 HOUR	How do I add a	a social account?	
PWI Convene					
Support Center (9-5 CT)	Meet Nonprofit Coordinator for Monthly Meeting	30 MINS	Schedule a 30	min meeting	

Month 4: Next Steps

Total Time: 11+ Hours

PWI PRODUCTS	ACTION STEP		HELP LINKS		COMPLETED
PWI Profile	• Update Profile	10 MINS	How do I fill o	ut my nonprofit profile page?	
PWI Resource Library	Download at least 1 resource from the PWI Resource Library	15 MINS	Resources Lib	<u>rary</u>	
PWI Shoutout	Send us something to Tweet out to our audience	10 MINS	FAQs	Submit a Shoutout	
PWI Swipe	 Get 65 supporters on Swipe Send a Swipe email to supporters Share Swipe on social media 	1 HOUR	Resources	<u>Dashboard</u>	
PWI GroupGive	 Get 30 supporters to create Group Give campaigns Send at least 1 Swipe email to supporters Share on social media 	1 HOUR	Resources	<u>Dashboard</u>	
PWI Fund	 Get 65 supporters on Fund Send at least 1 Fund email to supporters Share on social media 	1 HOUR	Resources	<u>Dashboard</u>	
Google Grant					
PWI Storyteller	 Get 30 testimonial videos on Storyteller Send at least 1 Storyteller email to supporters Share on social media 	1 HOUR	Resources	<u>Dashboard</u> <u>FAQs</u>	
PWI Text2Give	 Receive at least 15 Text2Give donations Include Text2Give on emails Share on social media 	30 MINS		Dashboard <u>FAQs</u>	
PWI Crowdfund	 Get 100% of a project funded Send at least 1 Crowdfund email to supporters Share on social media 	1 HOUR	Resources	Dashboard	
PWI Auction	Create an AuctionEmbed on website	2 HOURS	Dashboard		
PWI Events	Send at least 1 Event email to supportersShare on social media	30 MINS	<u>Dashboard</u>	FAQ's	
PWI Soapbox	Schedule at least 10 social media posts	30 MINS	How do I add a	a social account?	
PWI Convene			Resources	FAQs	
Support Center (9-5 CT)	Meet Nonprofit Coordinator for Monthly Meeting	30 MINS	Schedule a 30	min meeting	

Month 5: Next Steps

PWI PRODUCTS	ACTION STEP		HELP LINKS	COMPLETED
PWI Profile	• Update Profile	10 MINS	How do I fill out my nonprofit profile page?	
PWI Resource Library	Download at least 1 resource from the PWI Resource Library	15 MINS	<u>Resources Library</u>	
PWI Shoutout	Send us something to Tweet out to our audience	10 MINS	FAQs Submit a Shoutout	
PWI Swipe	 Get 65 supporters on Swipe Send a Swipe email to supporters Share Swipe on social media 	1 HOUR	<u>Resources</u> <u>Dashboard</u>	
PWI GroupGive	 Get 40 supporters to create Group Give campaigns Send at least 1 GroupGive email to supporters Share on social media 	1 HOUR	<u>Resources</u> <u>Dashboard</u>	
PWI Fund	 Get 80 supporters on Fund Send at least 1 Fund email to supporters Share on social media 	1 HOUR	<u>Resources</u> <u>Dashboard</u>	
Google Grant				
PWI Storyteller	 Get 40 testimonial videos on Storyteller Send at least 1 Storyteller email to supporters Share on social media 	1 HOUR	Resources <u>Dashboard</u> <u>FAQs</u>	
PWI Text2Give	 Receive at least 20 Text2Give donations Include Text2Give on emails Share on social media 	30 MINS	Dashboard <u>FAQs</u>	
PWI Crowdfund	 Get 100% of a project funded Send at least 1 Crowdfund email to supporters Share on social media 	1 HOUR	<u>Resources</u> Dashboard	
PWI Auction	Send at least 1 Auction Email to supporters	30 MINS	Dashboard	
PWI Events	Send at least 1 Event email to supportersShare on social media	30 MINS	<u>Dashboard</u> <u>FAQ's</u>	
PWI Soapbox	Schedule at least 10 social media posts	30 MINS	How do I add a social account?	
PWI Convene			Resources FAQs	
Support Center (9-5 CT)	Meet Nonprofit Coordinator for Monthly Meeting	30 MINS	Schedule a 30 min meeting	

Month 6: Next Steps

PWI PRODUCTS	ACTION STEP		HELP LINKS	COMPLETED
PWI Profile	• Update Profile	10 MINS	How do I fill out my nonprofit profile page?	
PWI Resource Library	Download at least 1 resource from the PWI Resource Library	15 MINS	<u>Resources Library</u>	
PWI Shoutout	Send us something to Tweet out to our audience	10 MINS	FAQs Submit a Shoutout	
PWI Swipe	 Get 100 supporters on Swipe Send a Swipe email to supporters Share Swipe on social media 	1 HOUR	<u>Resources</u> <u>Dashboard</u>	
PWI GroupGive	 Get 40 supporters to create Group Give campaigns Send at least 1 GroupGive email to supporters Share on social media 	1 HOUR	<u>Resources</u> <u>Dashboard</u>	
PWI Fund	 Get 80 supporters on Fund Send at least 1 Fund email to supporters Share on social media 	1 HOUR	<u>Resources</u> <u>Dashboard</u>	
Google Grant				
PWI Storyteller	 Get 50 testimonial videos on Storyteller Send at least 1 Storyteller email to supporters Share on social media 	1 HOUR	Resources <u>Dashboard</u> <u>FAQs</u>	
PWI Text2Give	 Receive at least 25 Text2Give donations Include Text2Give on emails Share on social media 	30 MINS	Dashboard <u>FAQs</u>	
PWI Crowdfund	 Get 100% of a project funded Send at least 1 Crowdfund email to supporters Share on social media 	1 HOUR	<u>Resources</u> Dashboard	
PWI Auction	Send at least 1 Auction Email to supporters	30 MINS	Dashboard	
PWI Events	Send at least 1 Event email to supportersShare on social media	30 MINS	<u>Dashboard</u> <u>FAQ's</u>	
PWI Soapbox	Schedule at least 10 social media posts	30 MINS	How do I add a social account?	
PWI Convene			Resources FAQs	
Support Center (9-5 CT)	Meet Nonprofit Coordinator for Monthly Meeting	30 MINS	Schedule a 30 min meeting	

Month 7: Next Steps

PWI PRODUCTS	ACTION STEP		HELP LINKS	COMPLETED
PWI Profile	Update Profile	10 MINS	How do I fill out my nonprofit profile page?	
PWI Resource Library	Download at least 1 resource from the PWI Resource Library	15 MINS	<u>Resources Library</u>	
PWI Shoutout	Send us something to Tweet out to our audience	10 MINS	FAQs Submit a Shoutout	
PWI Swipe	 Get 100 supporters on Swipe Send a Swipe email to supporters Share Swipe on social media 	1 HOUR	<u>Resources</u> <u>Dashboard</u>	
PWI GroupGive	 Get 50 supporters to create Group Give campaigns Send at least 1 GroupGive email to supporters Share on social media 	1 HOUR	<u>Resources</u> <u>Dashboard</u>	
PWI Fund	 Get 100 supporters on Fund Send at least 1 Fund email to supporters Share on social media 	1 HOUR	<u>Resources</u> <u>Dashboard</u>	
Google Grant				
PWI Storyteller	 Get 65 testimonial videos on Storyteller Send at least 1 Storyteller email to supporters Share on social media 	1 HOUR	<u>Resources</u> <u>Dashboard</u> <u>FAQs</u>	
PWI Text2Give	 Receive at least 35 Text2Give donations Include Text2Give on emails Share on social media 	30 MINS	Dashboard <u>FAQs</u>	
PWI Crowdfund	 Get 100% of a project funded Send at least 1 Crowdfund email to supporters Share on social media 	1 HOUR	<u>Resources</u> Dashboard	
PWI Auction	Send at least 1 Auction Email to supporters	30 MINS	Dashboard	
PWI Events		30 MINS	Dashboard FAQ's	
PWI Soapbox	Schedule at least 10 social media posts	30 MINS	How do I add a social account?	
PWI Convene	Create a conference on Convene	30 MINS	<u>FAQs</u>	
Support Center (9-5 CT)	Meet Nonprofit Coordinator for Monthly Meeting	30 MINS	Schedule a 30 min meeting	

Month 8: Next Steps

PWI PRODUCTS	ACTION STEP		HELP LINKS	COMPLETED
PWI Profile	• Update Profile	10 MINS	How do I fill out my nonprofit profile page?	
PWI Resource Library	Download at least 1 resource from the PWI Resource Library	10 MINS	Resources Library	
PWI Shoutout	Send us something to Tweet out to our audience	10 MINS	FAQs Submit a Shoutout	
PWI Swipe	 Get 100 supporters on Swipe Send a Swipe email to supporters Share Swipe on social media 	30 MINS	<u>Resources</u> <u>Dashboard</u>	
PWI GroupGive	 Get 50 supporters to create Group Give campaigns Send at least 1 GroupGive email to supporters Share on social media 	30 MINS	<u>Resources</u> <u>Dashboard</u>	
PWI Fund	 Get 100 supporters on Fund Send at least 1 Fund email to supporters Share on social media 	30 MINS	<u>Resources</u> <u>Dashboard</u>	
Google Grant				
PWI Storyteller	 Get 80 testimonial videos on Storyteller Send at least 1 Storyteller email to supporters Share on social media 	1 HOUR	<u>Resources</u> <u>Dashboard</u> <u>FAQs</u>	
PWI Text2Give	 Receive at least 45 Text2Give donations Include Text2Give on emails Share on social media 	30 MINS	Dashboard <u>FAQs</u>	
PWI Crowdfund	 Get another crowdfund project 100% funded Send at least 1 Crowdfund email to supporters Share on social media 	1 HOUR	<u>Resources</u> Dashboard	
PWI Auction	Send at least 1 Auction Email to supporters	30 MINS	Dashboard	
PWI Events		30 MINS	<u>Dashboard</u> <u>FAQ's</u>	
PWI Soapbox	Schedule at least 10 social media posts	30 MINS	How do I add a social account?	
PWI Convene	Create a conference on ConveneSend at least 1 Convene Email to supporters	30 MINS	<u>FAQs</u>	
Support Center (9-5 CT)	Meet Nonprofit Coordinator for Monthly Meeting	30 MINS	Schedule a 30 min meeting	

Month 9: Next Steps

PWI PRODUCTS	ACTION STEP		HELP LINKS	COMPLETE
PWI Profile	Update Profile	10 MINS	How do I fill out my nonprofit profile page?	
PWI Resource Library	Download at least 1 resource from the PWI Resource Library	10 MINS	Resources Library	
PWI Shoutout	Send us something to Tweet out to our audience	10 MINS	FAQs Submit a Shoutout	
PWI Swipe	 Get 100 supporters on Swipe Send a Swipe email to supporters Share Swipe on social media 	30 MINS	<u>Resources</u> <u>Dashboard</u>	
PWI GroupGive	 Get 50 supporters to create Group Give campaigns Send at least 1 GroupGive email to supporters Share on social media 	30 MINS	<u>Resources</u> <u>Dashboard</u>	
PWI Fund	 Maintain 100 supporters on Fund Send at least 1 Fund email to supporters Share on social media 	30 MINS	<u>Resources</u> <u>Dashboard</u>	
Google Grant				
PWI Storyteller	 Get 100 testimonial videos on Storyteller Send at least 1 Storyteller email to supporters Share on social media 	1 HOUR	Resources <u>Dashboard</u> <u>FAQs</u>	
PWI Text2Give	 Receive at least 50 Text2Give donations Include Text2Give on emails Share on social media 	30 MINS	Dashboard <u>FAQs</u>	
PWI Crowdfund	 Get another crowdfund project 100% funded Send at least 1 Crowdfund email to supporters Share on social media 	1 HOUR	<u>Resources</u> Dashboard	
PWI Auction	Send at least 1 Auction Email to supporters	30 MINS	Dashboard	
PWI Events		30 MINS	<u>Dashboard</u> <u>FAQ's</u>	
PWI Soapbox	Schedule at least 10 social media posts	30 MINS	How do I add a social account?	
PWI Convene	 Create a conference on Convene Send at least 1 Convene Email to supporters 	30 MINS	<u>FAQs</u>	
Support Center (9-5 CT)	Meet Nonprofit Coordinator for Monthly Meeting	30 MINS	Schedule a 30 min meeting	

Month 10: Next Steps

PWI PRODUCTS	ACTION STEP		HELP LINKS	COMPLETED
PWI Profile	• Update Profile	10 MINS	How do I fill out my nonprofit profile page?	
PWI Resource Library	Download at least 1 resource from the PWI Resource Library	10 MINS	<u>Resources Library</u>	
PWI Shoutout	Send us something to Tweet out to our audience	10 MINS	FAQs Submit a Shoutout	
PWI Swipe	 Get 100 supporters on Swipe Send a Swipe email to supporters Share Swipe on social media 	30 MINS	<u>Resources</u> <u>Dashboard</u>	
PWI GroupGive	 Get 50 supporters to create Group Give campaigns Send at least 1 GroupGive email to supporters Share on social media 	30 MINS	<u>Resources</u> <u>Dashboard</u>	
PWI Fund	 Maintain 100 supporters on Fund Send at least 1 Fund email to supporters Share on social media 	30 MINS	<u>Resources</u> <u>Dashboard</u>	
Google Grant				
PWI Storyteller	Share Testimonial videos on social media	30 MINS	Resources <u>Dashboard</u> <u>FAQs</u>	
PWI Text2Give	 Receive at least 60 Text2Give donations Include Text2Give on emails Share on social media 	30 MINS	Dashboard <u>FAQs</u>	
PWI Crowdfund	 Get another crowdfund project 100% funded Send at least 1 Crowdfund email to supporters Share on social media 	1 HOUR	<u>Resources</u> Dashboard	
PWI Auction	Send at least 1 Auction Email to supporters	30 MINS	Dashboard	
PWI Events	Create an eventSend at least 1 email to supporters of event	1 HOUR	<u>Dashboard</u> <u>FAQ's</u>	
PWI Soapbox	Schedule at least 10 social media posts	30 MINS	How do I add a social account?	
PWI Convene				
Support Center (9-5 CT)	Meet Nonprofit Coordinator for Monthly Meeting	30 MINS	Schedule a 30 min meeting	

Month 11: Next Steps

(b) Total Time: 6.5+ Hours

PWI PRODUCTS	ACTION STEP		HELP LINKS	COMPLETED
PWI Profile	• Update Profile	10 MINS	How do I fill out my nonprofit profile page?	
PWI Resource Library	Download at least 1 resource from the PWI Resource Library	10 MINS	Resources Library	
PWI Shoutout	Send us something to Tweet out to our audience	10 MINS	FAQs Submit a Shoutout	
PWI Swipe	 Maintain 100 supporters on Swipe Send a Swipe email to supporters Share Swipe on social media 	30 MINS	Resources <u>Dashboard</u>	
PWI GroupGive	 Monitor 50 Group Give campaigns made by supporters Send at least 1 GroupGive email to supporters Share on social media 	30 MINS	Resources <u>Dashboard</u>	
PWI Fund	 Maintain 100 supporters on Fund Send at least 1 Fund email to supporters Share on social media 	30 MINS	Resources <u>Dashboard</u>	
Google Grant				
PWI Storyteller	Share Testimonial videos on social media	30 MINS	Resources Dashboard FAQs	
PWI Text2Give	 Receive at least 70 Text2Give donations Include Text2Give on emails Share on social media 	30 MINS	Dashboard <u>FAQs</u>	
PWI Crowdfund	 Get another crowdfund project 100% funded Send at least 1 Crowdfund email to supporters Share on social media 	1 HOUR	Resources Dashboard	
PWI Auction				
PWI Events	Send at least 1 email to supporters of event	1 HOUR	Dashboard FAQ's	
PWI Soapbox	Schedule at least 10 social media posts	30 MINS	How do I add a social account?	
PWI Convene				
Support Center (9-5 CT)	Meet Nonprofit Coordinator for Monthly Meeting	30 MINS	Schedule a 30 min meeting	

Month 12: Next Steps

PWI PRODUCTS	ACTION STEP		HELP LINKS	COMPLETED
PWI Profile	• Update Profile	10 MINS	How do I fill out my nonprofit profile page?	
PWI Resource Library	Download at least 1 resource from the PWI Resource Library	10 MINS	<u>Resources Library</u>	
PWI Shoutout	Send us something to Tweet out to our audience	10 MINS	FAQs Submit a Shoutout	
PWI Swipe	 Maintain 100 supporters on Swipe Send a Swipe email to supporters Share Swipe on social media 	30 MINS	<u>Resources</u> <u>Dashboard</u>	
PWI GroupGive	 Monitor 50 Group Give campaigns made by supporters Send at least 1 GroupGive email to supporters Share on social media 	30 MINS	<u>Resources</u> <u>Dashboard</u>	
PWI Fund	 Maintain 100 supporters on Fund Send at least 1 Fund email to supporters Share on social media 	30 MINS	<u>Resources</u> <u>Dashboard</u>	
Google Grant				
PWI Storyteller	Share Testimonial videos on social media	30 MINS	Resources <u>Dashboard</u> <u>FAQs</u>	
PWI Text2Give	 Receive at least 75 Text2Give donations Include Text2Give on emails Share on social media 	1 HOUR	Dashboard <u>FAQs</u>	
PWI Crowdfund	 Get another crowdfund project 100% funded Send at least 1 Crowdfund email to supporters Share on social media 	1 HOUR	<u>Resources</u> Dashboard	
PWI Auction				
PWI Events	Send at least 1 email to supporters of event	30 MINS	Dashboard FAQ's	
PWI Soapbox	Schedule at least 10 social media posts	30 MINS	How do I add a social account?	
PWI Convene				
Support Center (9-5 CT)	Meet Nonprofit Coordinator for Monthly Meeting	30 MINS	Schedule a 30 min meeting	