



GREATER NEW ORLEANS FOUNDATION 

GIVENOLA DAY 2025 **NONPROFIT INFORMATION & TOOLKIT**

www.gnof.org |   @GNOFoundation |  @greaterneworleansfoundation

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OVERVIEW

This toolkit is a resource for nonprofits participating in GiveNOLA Day. It contains planning and marketing tips as well as the GiveNOLA Day brand and asset guidelines. Please read through these guidelines and adhere to rules on how to implement the GiveNOLA Day brand throughout your own materials.

CONNECT WITH GIVENOLA DAY

GiveNOLA Day website URL: **www.GiveNOLA.org**

Greater New Orleans Foundation website URL: **www.GNOF.org**

Greater New Orleans Foundation Facebook: **[@GreaterNewOrleansFoundation](https://www.facebook.com/GreaterNewOrleansFoundation)**

Greater New Orleans Foundation X: **[@GNOFoundation](https://twitter.com/GNOFoundation)**

Greater New Orleans Foundation Instagram: **[@GNOFoundation](https://www.instagram.com/GNOFoundation)**

GiveNOLA Day Hashtag: **[#GiveNOLADay](https://twitter.com/GiveNOLADay)**

General information and frequently asked questions for GiveNOLA Day can be found in the “About” pages of **www.GiveNOLA.org** as well as in the **Resource Center** (view when logged in to your account.) Each year, these pages will be updated with commonly sought after information and questions. If you have any issues or questions that are not addressed by these pages, contact the GiveNOLA Day team at **GiveNOLA@gnof.org**.

GIVENOLA DAY 2025 KEY DATES

Key dates and times are subject to change. Refer to the your nonprofit email newsletter for the most up-to-date listings.

February 3: Nonprofit Registration Opens

February 3 – February 21: Early Bird Registration Period

March 18: Nonprofit Registration Closes

April 26 at 12 pm: Nonprofit Profiles Freeze (Profiles cannot be updated after this date)

April 128 – May 5: Early Giving Period

May 6: GiveNOLA Day!

June 30: Estimated ACH Disbursement

HOW TO USE THE GIVENOLA DAY BRAND

We encourage you to use the GiveNOLA Day logo and branding to create your own marketing campaign. You can download our logos and icon set from the “Resources” tab on the backend of your GiveNOLA Day login website. While you are free to use our assets for your marketing, we ask that you submit any printed materials through us for approval before producing them.

LOGOS

The following are the approved GiveNOLA Day Logos. Included are two orientations, stacked and horizontal as well as versions to use on light or dark backgrounds.

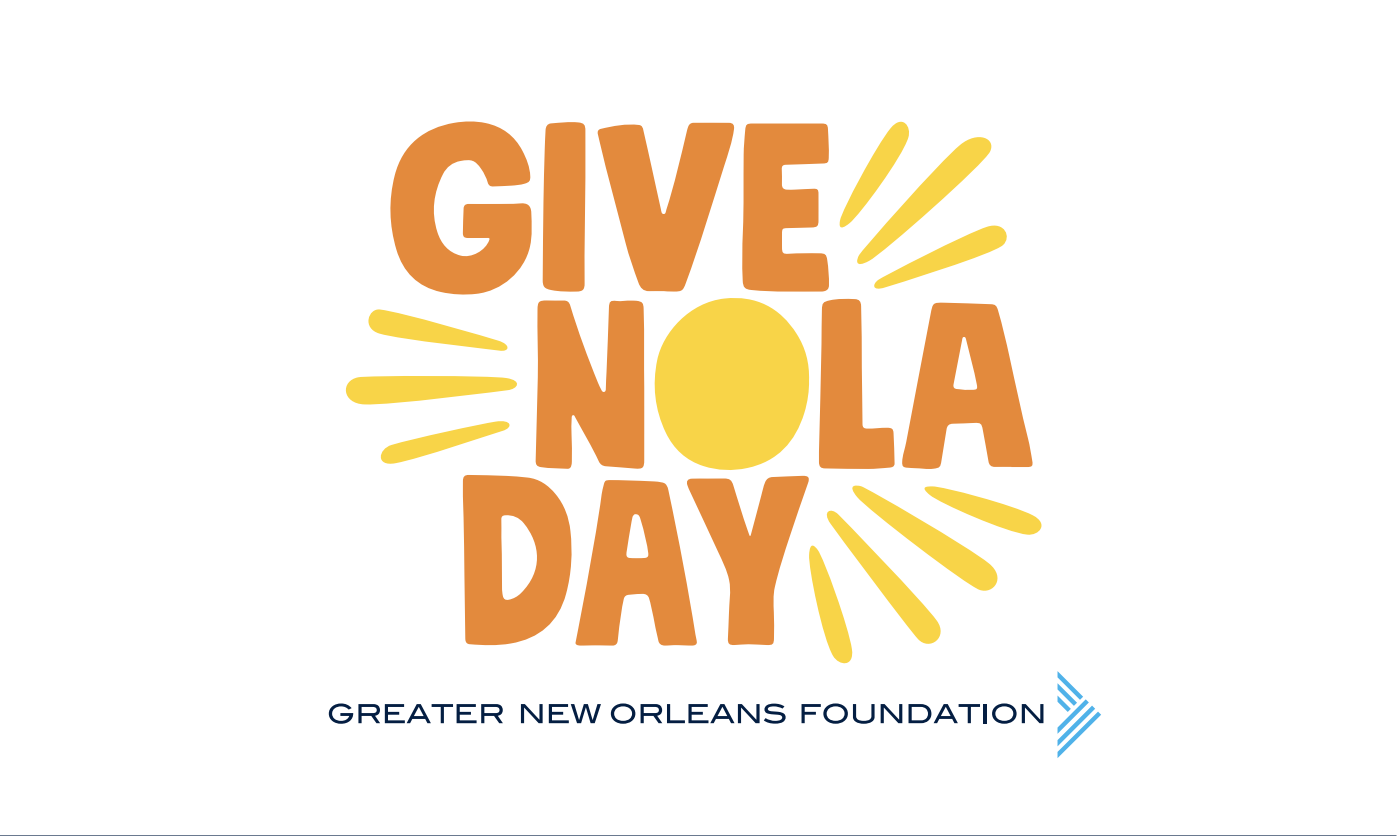
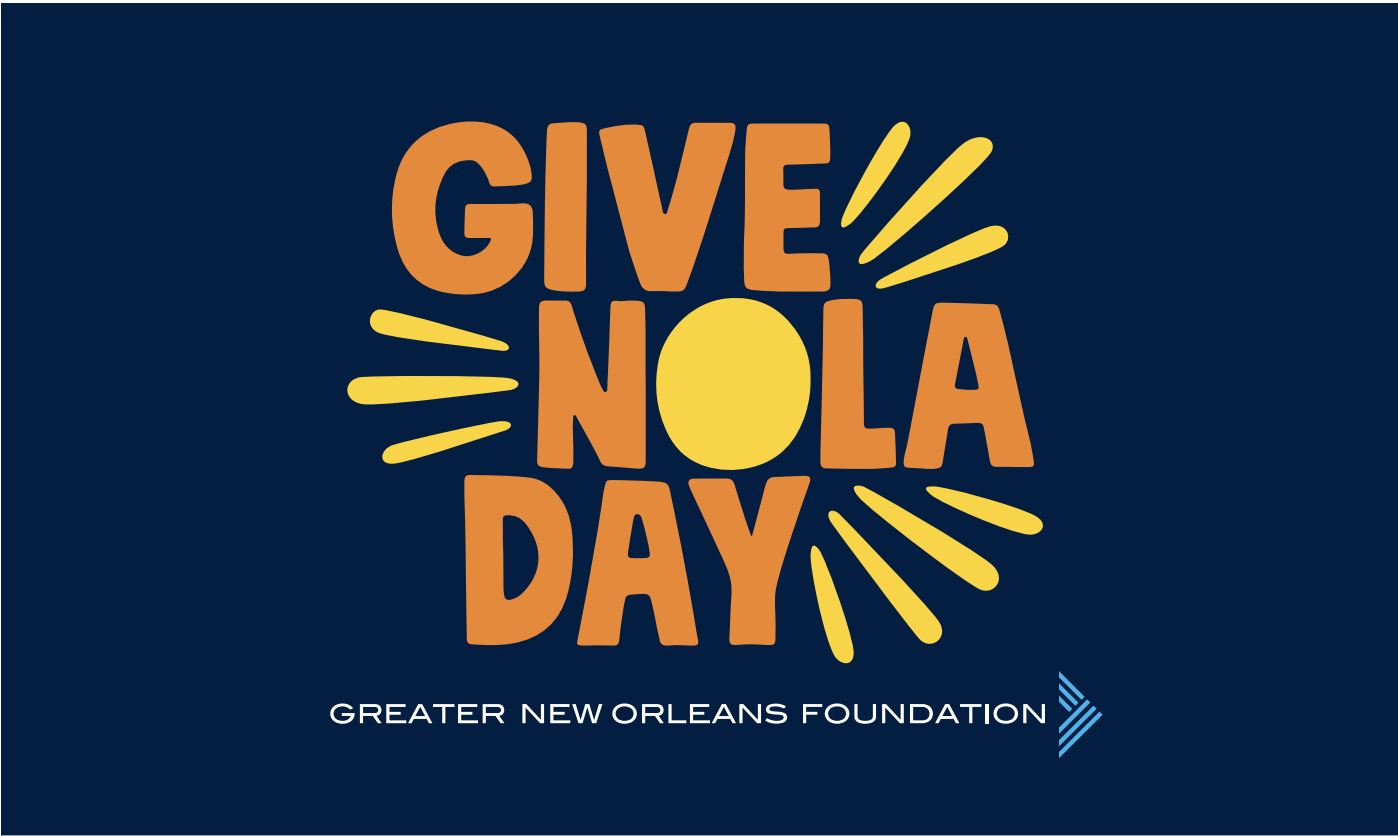
DO

- Use these logos to help your organization promote your involvement in GiveNOLA Day
- Leave a good amount of breathing room around the logo when laying it out on a document or design

DON'T

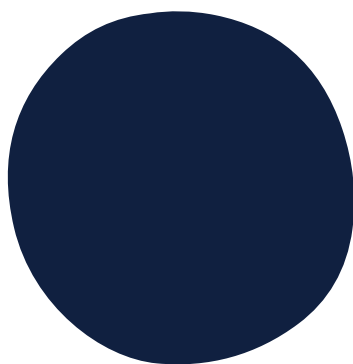
- Stretch or skew the logo
- Use the logo in any other colors than what is provided
- Remove the Greater New Orleans Foundation logo mark from these lockups
- Alter any part of the logo or add information to it

LOGOS

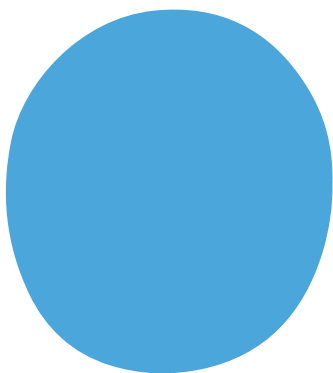


LOGOS

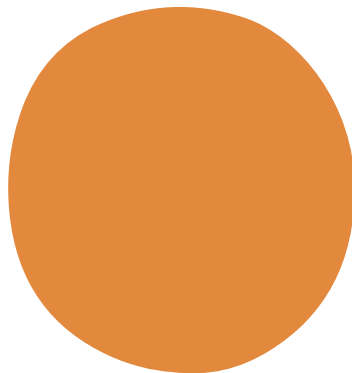
The GiveNOLA Day color palette includes the following:



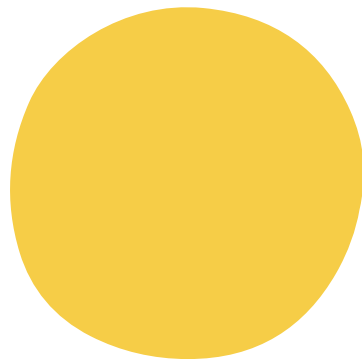
NAVY BLUE
HEX: #051F42
RGB: R4, G30, B66
CMYK: C100, M90, Y13, K68
PANTONE: 289 C



BLUE
HEX: #00A9E0
RGB: R0, G180, B239
CMYK: C83, M1, Y0, K0
PANTONE: 2995 C



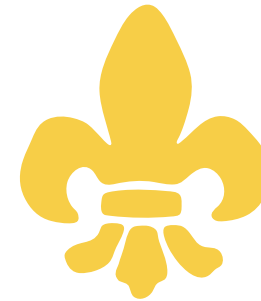
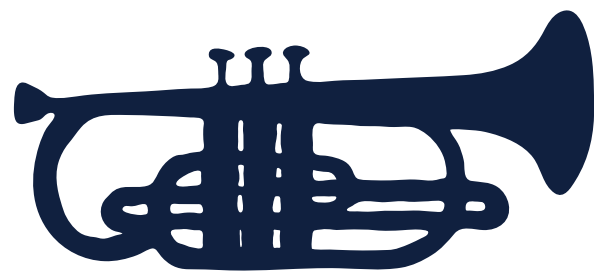
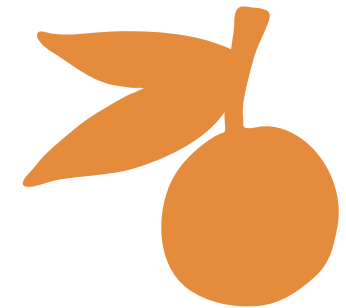
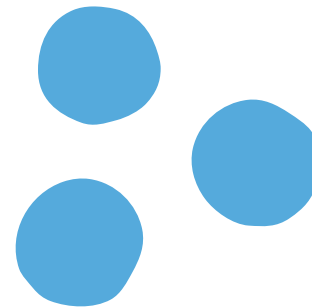
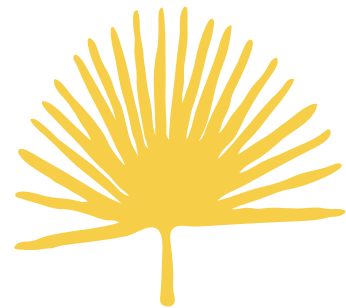
ORANGE
HEX: #F3861F
RGB: R243, G134, B31
CMYK: C1, M57, Y100, K0
PANTONE: 715 C



YELLOW
HEX: #FFD600
RGB: R255, G204, B0
CMYK: C1, M14, Y100, K0
PANTONE: 116 C

ICONS

The GiveNOLA Day brand includes the following icon set. Use these icons to add some more fun to your designs. Use these **ONLY** in the approved color palette and do not alter them in any way.



SOCIAL MEDIA

The Greater New Orleans Foundation uses the following social media accounts to disperse information about and promote GiveNOLA Day, and our partners, sponsors, and nonprofits. We highly encourage tagging the Foundation's social media accounts in all of your online posts as well as using the hashtag **#GiveNOLADay** wherever possible.

- Facebook: facebook.com/greaterneworleansfoundation
- X: x.com/GNOFoundation
- Instagram: Instagram.com/GNOFoundation

Premade resources and templates for social media posting are available in the Nonprofit Resource Center in the backend of your GiveNOLA Day login. This page may be updated and added to as we get closer to GiveNOLA Day, so please keep checking back to ensure that you have all the tools offered.

SOCIAL MEDIA POSTING TIPS

- Stay connected with GiveNOLA Day's social media accounts by following us on our social media pages. Facebook: facebook.com/greaterneworleansfoundation, X: x.com/GNOFoundation, & Instagram: instagram.com/GNOFoundation
- Tag the Foundation's social media accounts in all of your online posts as well as using the hashtag **#GiveNOLADay** wherever possible.
- Engage with your users by responding to questions and comments in a timely manner. We're happy to help out if you don't know how to answer a specific question – either direct them to one of our pages or tag us in your reply.

SOCIAL MEDIA POSTING TIPS

- Tell everyone about your participation in GiveNOLA Day (familiarize your followers and friends.) Encourage them to share your posts about participating to their friends and followers as well. Have staff, volunteers, and board members share this information as well.
- Tell stories and convey your message by sharing your organization's great work – this helps your followers understand your mission and connects them to what is that you do. The more that people know about the great work you do, the more likely they will be to donate money to your organization.
- Change your profile and cover photos on your organization's social media accounts to promote your participation in GiveNOLA Day. Basic images are provided in the Nonprofit Resource Center.

GENERAL MARKETING TIPS

- Post the GiveNOLA Day logo on your website homepage and link it to your organization's profile page on **www.GiveNOLA.org**.
- Update your organization's staff and board email signature to mention GiveNOLA Day.
- Hosting an event on GiveNOLA Day can be a fun way to engage with donors, enable them to make donations via available computers or tablets. If your organization plans to host an event, please tell us about it via the Events tab on your GiveNOLA Day website login.

GENERAL MARKETING TIPS

- Use your email marketing list to send out information and reminders about GiveNOLA Day/early giving.
- Send personal letters, emails, and phone calls to donors to help drive up your donations on GiveNOLA Day and early giving.
- Keep in touch with your donors post GiveNOLA Day. We encourage you to send out thank you emails or letters to each donor. GiveNOLA Day is a great opportunity to acquire new donors and reconnect with current and former donors. With this opportunity comes a responsibility to thank and steward these donors – no matter the size of the gift.

HOW TO MAKE A DONATION

What do you do if a donor contacts you asking for help making a donation? Never fear, the steps to give a gift are listed here so that you can assist your donors.

- When a donor calls, you can search for their nonprofit by using the “Find Organization” box on top right corner of the homepage.
- Click the blue “Give” button on the nonprofit page that the donor wants to support. They’ll then be moved to start the checkout process.
- Enter the amount the donor wants to give (\$10 minimum, no maximum) and answer the questions listed. Then click “Add to Cart.”
- At the second screen, they have the option to edit their gift (change their gift amount) or remove a nonprofit (if they added one and then change their mind), add more nonprofits to their cart, or checkout.
- Please confirm the donor’s gift: “I would like to confirm your gift of \$50 to the Greater New Orleans Foundation. Is that right?”
- Each donor that is not already contributing to the Lagniappe Fund will be given the opportunity to make a gift to support all participating nonprofits. There are suggested donation options (which can be anywhere from \$1.00 and up as the donor has already hit the \$10 minimum), they can select their own amount, or you can just hit checkout.
- Donors then have the option to make an account. There’s no requirement to make an account—they can donate as a guest.
- The third step is to input payment information. Fill in all fields with Credit Card and Billing information.
- The donor must agree to the Terms of Service, which reads:
I understand that this donation, in accordance with IRS regulations covering charitable contributions, will not be used for the following purposes:
 - To pay for a membership, dinner, or any other activity that provides a benefit to me;
 - To support a political campaign;
 - To purchase raffle tickets;
 - To pay for personal expenses incurred by a relative, including tuition;
 - To provide any other substantial private benefit to any individual.
- That’s it! If there are any issues with the payment information, the system will alert you and you can clarify the problematic information with the donor. They then receive a receipt via email.

THANK YOU!

Questions?

Email GiveNOLA@GNOF.org with any questions about this material.

GREATER NEW ORLEANS FOUNDATION



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