



MIDLANDS GIVES

Powered by CENTRAL CAROLINA
Community Foundation

Nonprofit Marketing Toolkit 2017



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What is Midlands Gives?

Hosted by Central Carolina Community Foundation, Midlands Gives is a 24-hour online giving event that brings the region together as one community, raising money and awareness for local nonprofits in 11 Midlands counties.

In just three years, Midlands Gives has generated \$3.8 million in gifts for the Midlands community. In 2016, more than 12,000 gifts totaling \$1.6 million were given to benefit more than 380 local nonprofits.

Free Marketing Support

Graphics

Download graphics and other materials at MidlandsGives.org and click on the toolkit tab. Feel free to use these graphics on your website, in social media posts and newsletters.

[Access graphics HERE](#)

Media Outreach

Central Carolina Community Foundation and our media consultants, Flock and Rally, provide significant PR support with outreach to all local TV, print, radio and social media outlets in the Midlands region. In order to prevent media fatigue about the event, please adhere to the following guidelines:

Please do NOT:

- Contact media on your own to arrange an interview about the event
Submit your own press release about the event. The Foundation will release multiple press releases announcing event details prior to and after the event.

Please DO:

- Mention Midlands Gives in any interviews or press releases promoting your other programs or events. Midlands Gives should not be the focus of these items but your participation can be mentioned.
- Contact the Foundation if you are contacted by a member of the media for an interview about Midlands Gives.
- Introduce the Foundation to any media contacts you are close with so we can ensure they know about Midlands Gives.
- Attend headquarters on May 2nd to cheer during television broadcasts.

If media requests an interview with your organization, we will work with you to coordinate times and talking points.

Glossary

CiviCore – The platform and technology provider for the Midlands Gives website.

Dashboard – The backend of the Midlands Gives website where nonprofits can edit and access their Midlands Gives profile information, see donor data, and view a variety of resources. To login to your dashboard, click “Login” then “Nonprofits” from the homepage of the Midlands Gives website.

EIN – the 9-digit IRS tax id associated with your organization’s legal name

Giving station – Events on May 2 where nonprofit(s) gather and have information tables, laptops, iPads or computers to allow donors to make donations.

GuideStar- The world’s largest source of information on nonprofit organizations. Each IRS-registered nonprofit automatically has a profile on GuideStar. Midlands Gives uses GuideStar in our due-diligence process for eligibility requirements.

Headquarters – A central location on May 2nd where the Midlands Gives team will be working away for 24 hours. The press will also be at this location and nonprofits are invited to visit for interviews.

Leaderboard– A page on the Midlands Gives website that keeps the Midlands updated on May 2nd with current donation totals and prize winners.

Main point of contact – Person listed in your profile who will receive all important email communication about Midlands Gives. This should be a full-time or employed staff member who can access sensitive info like donor data.

Matching funds –Additional funds contributed directly to your nonprofit from a donor (or donors) to help encourage donations to your nonprofit on May 2nd.

Toolkit page – Webpage that provides key information, tools, and resources for a nonprofit to have a successful Midlands Gives campaign. Access this page from the Midlands Gives homepage, under “Toolkits.”

Profile – Your organization’s profile provides two key areas of information: 1) Public-facing info for donors that will appear on your donation page (such as address, mission statement, cause area, current needs, etc.) and, 2) Back-end information used by CCCF (such as budget, IRS letter, agreeing to rules and guidelines, confirmation that you are eligible to participate, etc.) for reporting purposes.

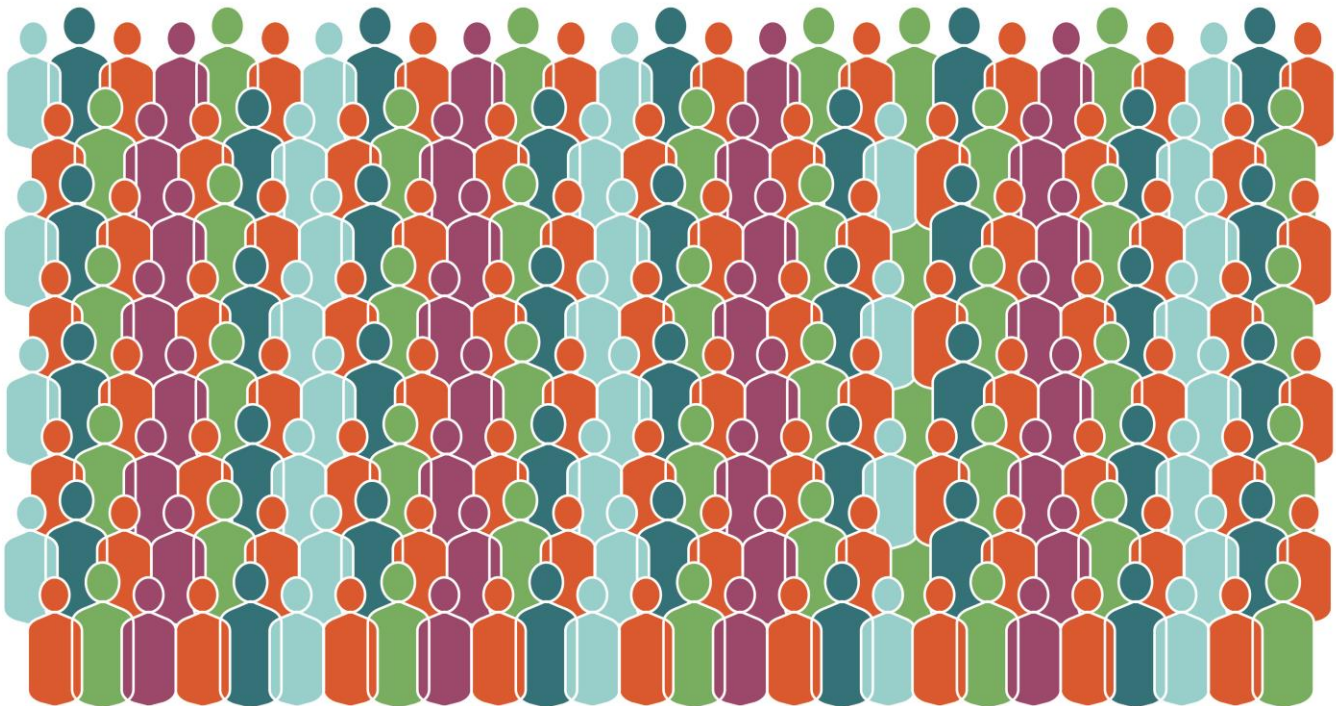
Unique donor – For the purposes of awarding prizes, a unique donor is one individual. Multiple donations from one donor to the same nonprofit will count as one gift.

Key Messages

Please use the following messages when promoting Midlands Gives.

- Hosted by Central Carolina Community Foundation, Midlands Gives is a 24-hour online giving event that brings the region together as one community, raising money and awareness for local nonprofits in 11 Midlands counties.
- The fourth annual Midlands Gives event will take place on Tuesday, May 2, 2017, beginning at 12:00:01 am and ending at 11:59:59 pm at MidlandsGives.org.
- Midlands Gives provides an ideal platform for participating nonprofit organizations to increase awareness, donors and dollars all within one campaign.
- On MidlandsGives.org, donors can search among 300+ nonprofits and donate according to the nonprofit's personal profile page.
- During Midlands Gives, contributions of just \$20 or more are amplified through sponsored prize incentives. Since its inception in 2014 the event has raised over \$3.8 million for local nonprofits.
- Midlands Gives is one of almost 100 giving days that take place in cities across America throughout the year. In 2015, Midlands Gives ranked 7th in the nation in number of individual gifts.
- Track the MidlandsGives.org leaderboard to follow your nonprofits' progress throughout the day!
- Everyone can be a philanthropist on May 2nd! With a donation of \$20 or more, you can help your favorite nonprofit organization achieve its goals.

What key messages will you share to increase engagement with your followers?



Social Media Center

Connect with us

Connect with CCCF on our social media networks to stay informed about Midlands Gives Tweets, posts, and photos. Retweet, share and repost our content to increase engagement on your feed!

Facebook: facebook.com/CentralCarolinaCommunityFoundation

@CentralCarolinaCommunityFoundation to tag

Instagram: instagram.com/cccfpics

@CCCFpics

Twitter: twitter.com/CCCFtweets

@CCCFtweets

Plan

Take time before Midlands Gives to plan out your social media approach:

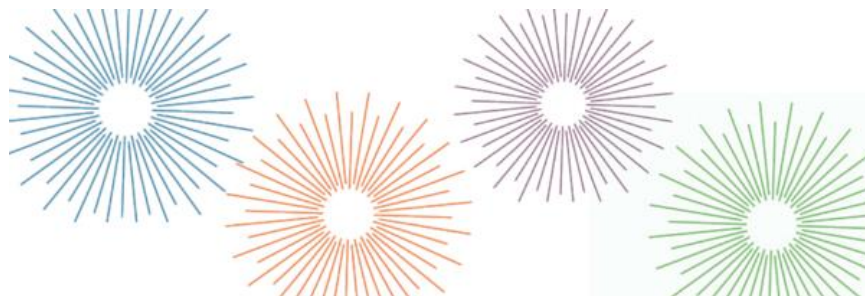
- What three stories will your organization tell?
- Who will handle Facebook updates and Twitter conversations?
- Who will monitor your Giving Day progress to track donations and keep donors informed?
- Use the Giving Day hashtag (**#MidlandsGives**) in all of your Tweets and posts.

Add your Facebook and Twitter account links to your email signature, newsletters, websites and print materials right away. Ask staff, board members and friends to get connected and be brand ambassadors for you.

Engage

Midlands Gives is an opportunity for your nonprofit to increase visibility in the community; use this day to your advantage!

- With social media, the audience is in control and your job is to engage them by adding value to relevant, interesting, shareable content.
- Engage in authentic, personal conversation with other users. Don't forget to participate in the conversation and respond to what others are saying.
- Talk about your success stories by explaining what you did with the funds raised from last year's Midlands Gives day or another recent fundraiser.
- Ask your followers questions that they would be inclined to answer, such as why your nonprofit is important to them or how they like to get involved in the community.
- Follow the hashtag, #MidlandsGives to follow what is being posted online.



Facebook Tips

- Follow Central Carolina Community Foundation on Facebook so you can stay connected with updates, important information, and tips.
- Follow others' pages from your organization page.
- There is a difference between liking a page from your personal profile and liking a page from your organization's page. It's important to do both! Go to your organization's page and click on the arrow in the top right of your screen. Scroll down and click "Use Facebook as Page" on the right side. This will allow your actions to be done "on behalf" of your organization's page. After, go back to your personal profile by clicking "Use Facebook as (your name)"
- Use Facebook to deepen relationships and connect with followers.
- Ask open-ended questions to stoke conversation and use Facebook as a two-way street.
- Highlight the good work that others are doing in addition to just your own.
- Mix up the content with pictures and video.
- Respond and show people that you're listening.
- Tell stories! With permission, develop relatable stories about board members or supporters' experiences.

Sample Facebook Posts

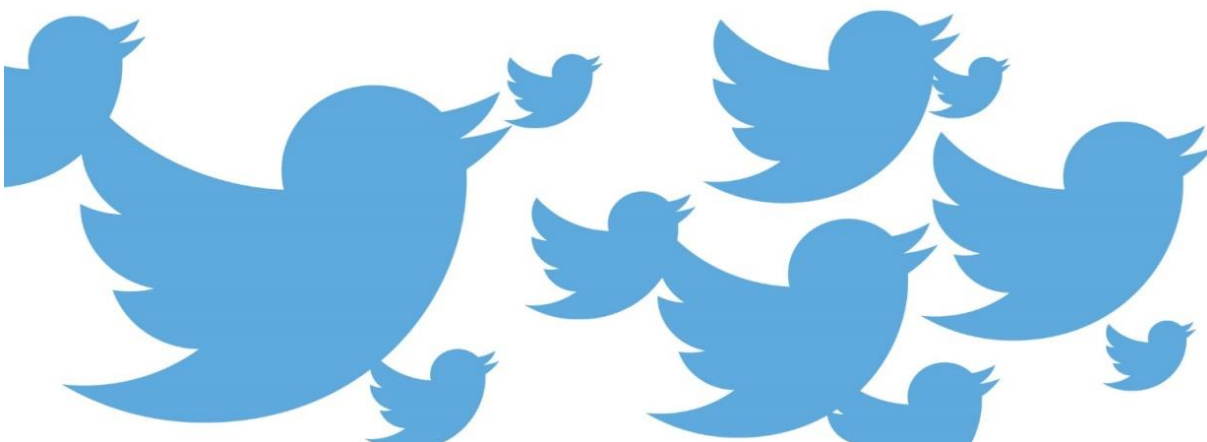
- Your #MidlandsGives donation is a direct investment in our community. We can't wait to see the impact your donations have on [your nonprofit] this year!
- Can't wait to be a part of such a BIG day in our community on May 2nd! What does #MidlandsGives mean to you?
- The real success of #MidlandsGives will not be the big dollars, but the big impact those dollars will have when 300+ nonprofits put them to work! Help your community by giving on May 2nd at MidlandsGives.org.
- **May 1:** Tomorrow is #MidlandsGives! Want a quick, easy way to help your community? Your gift goes further on MidlandsGives.org.
- **May 2:** Last year, #MidlandsGives raised \$1.6 million to support 382 Midlands nonprofits! Think we can top it this year?
- What better way to start your day than with a gift that will make a difference! Join us in giving back to the Midlands TODAY from 12:00:01am until 11:59:59pm for #MidlandsGives!
- Let's rally this community's generous spirit. Get up and GIVE for #MidlandsGives! Visit MidlandsGives.org TODAY to make a difference!
- The Midlands is waking up on the right side of the bed today! Starting at 6am, grab coffee and get online at MidlandsGives.org to take part in #MidlandsGives!
- Good morning Midlands! Help make the community a brighter place tomorrow by donating to local nonprofits today with #MidlandsGives.
- Today is the day! Rise and shine Midlands – time to show this community the impact we can make when we join together! From 6 a.m. to midnight, make your gift of \$20 or more to the nonprofits of your choice! #MidlandsGives.
- Everyone can be a philanthropist! With a gift of \$20 or more, you can help nonprofits in the Midlands achieve their goals with #MidlandsGives. Donate today!

Twitter Tips

- Follow @CCCFTweets from your organization's Twitter account.
- Also follow people/organizations that are important to your organization: People who have fundraised for you before, those who hold important positions in your community, experts in your area, or people who are already talking about your interests.
- Start talking, but have something to offer, such as links to your website, pictures, and videos about your organization.
- Pictures and videos are the most shared (or retweeted) items online, and most of them aren't professional shots (so don't hesitate to upload your own photos of staff in action or events from the day).
- Actively following users tweeting about Giving Day, your organization, and related topics as well as following hashtag conversations are great ways to broaden your community and engage in the larger conversation.
- Use the Giving Day hashtag (#MidlandsGives) in all of your Tweets.
- People interested in meeting others who are speaking about a topic of interest can follow hashtags to see what is being said.

Sample Twitter Posts

- Get up and Give for #MidlandsGives on May 2nd!
- Which nonprofits inspire you in this community? Give back today. #MidlandsGives
- Help us harness the power of collective giving! Invest in us for #MidlandsGives.
- Keep that giving spirit alive in the Midlands! **XX** more hours to maximize your gift with #MidlandsGives!
- Wow! Are y'all watching the leaderboard for #MidlandsGives?! This community's generosity is blowing us away! **XX** more hours to join the cause!
- Give where you live until midnight TODAY! Your local nonprofits need your support. Join us in giving back for #MidlandsGives!
- Your gift can mean a world of difference for **[your nonprofit's mission]**. Please consider donating TODAY with #MidlandsGives!
- Help us reach our #MidlandsGives donation goal so we can **[accomplish your mission]**!
- Everyone can be a philanthropist! Help us reach our goals with #MidlandsGives!

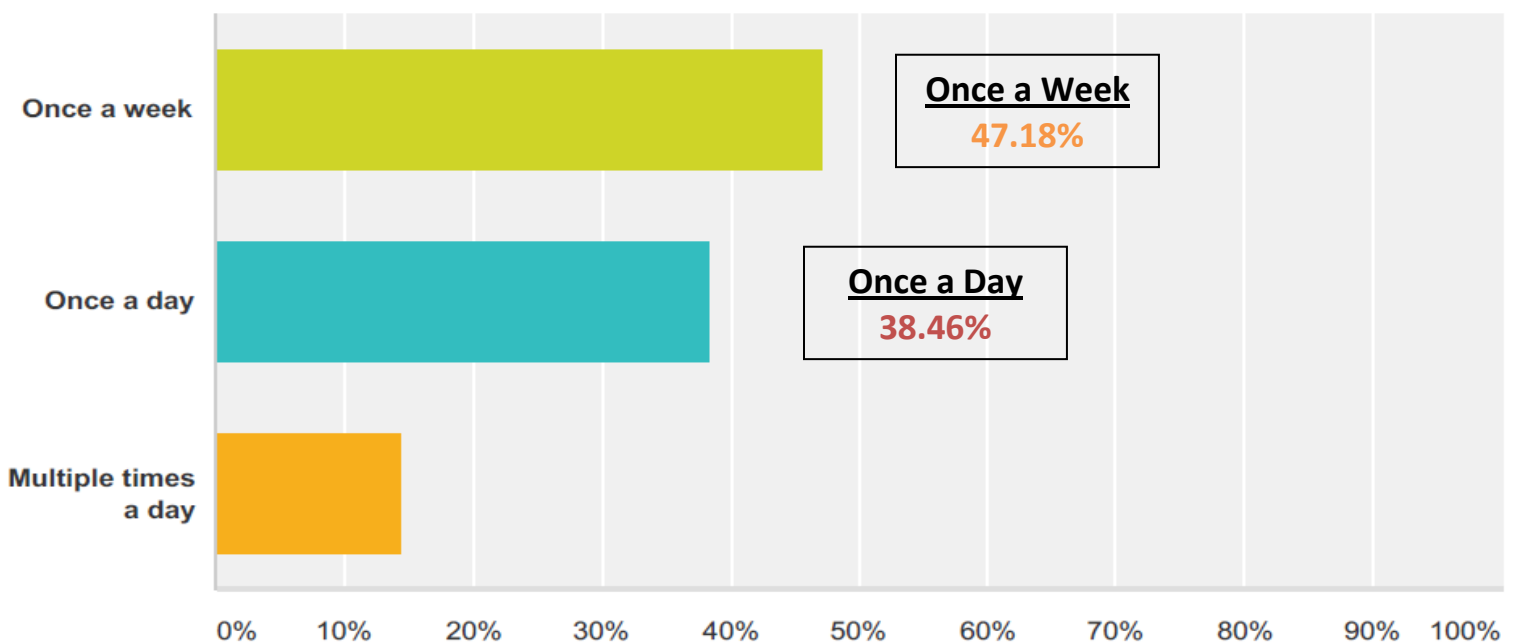


Sample Social Media Posts for Brand Ambassadors

Encourage Ambassadors to Like, Share, Retweet and Post on behalf of your organization.

- Save the date! #MidlandsGives is on May 2. Help support **[your nonprofit]** and donate to **[insert nonprofit MidlandsGives.org profile link]**
- My #MidlandsGives Day gift will help **[your nonprofit]** **[accomplish some goal]**. Help them achieve it by donating on May 2nd!
- I support **[your nonprofit]** because **[reason]**. You can support them too by donating to #MidlandsGives on May 2!
- #MidlandsGives starts now! Help me support **[your nonprofit]**! **[insert direct donation link]**
- When you give to **[your nonprofit]** during #MidlandsGives, you can help them **[achieve some goal]**. Donate today! **[insert direct donation link]**
- **[your nonprofit]** is participating in #MidlandsGives! Show your support and donate now!
- **[your nonprofit]** does **[enter mission]** for our community. I am proud to support them during #MidlandsGives. You can donate too! **[insert direct donation link]**
- Do you have a nonprofit that you are passionate about? I support **[your nonprofit]** because **[some reason]**. Consider donating to them today for #MidlandsGives!

How frequently did nonprofits post about Midlands Gives on social media leading up to the event?



Sample Social Media Posts – Philanthropic Quotes

- “One is not born into the world to do everything, but to do something.” – Henry David Thoreau. Who is inspiring you to give today? #MidlandsGives
- “Few will have the greatness to bend history itself, but each of us can work to change a small portion of events.” – Robert F. Kennedy. Help us change the Midlands for the better! #MidlandsGives
- “In a gentle way, you can shake the world.” – Mahatma Gandhi. Help shake the world with us on May 2! #MidlandsGives
- “The purpose of life is to contribute in some way to making things better.” – Robert F. Kennedy. Contribute to your community with #MidlandsGives!
- “I am only one, but still I am one. I cannot do everything, but still I can do something; and because I cannot do everything, I will not refuse to do something that I can do.” – Helen Keller. Every gift matters. Join us for #MidlandsGives!
- “How wonderful that no one need wait a single moment to improve the world.” – Anne Frank. Don’t wait! Join us for #MidlandsGives!
- “I feel the greatest reward for doing is the opportunity to do more.” – Dr. Jonas Salk. Just imagine what this community can do with our combined support! #MidlandsGives
- “Since you get more joy out of giving joy to others, you should put a good deal of thought into the happiness that you are able to give.” – Eleanor Roosevelt. Help us spread joy in the Midlands today! #MidlandsGives
- “It takes each of us to make a difference for all of us.” – Jackie Mutcheson. Make your gift on May 2 at MidlandsGives.org #MidlandsGives
- “Because the people who are crazy enough to think they can change the world, are the ones who do.” – Apple. #MidlandsGives
- “Act as if what you do makes a difference. It does.” – William James. Make a difference in your community with #MidlandsGives
- “Think of giving not only as a duty but as a privilege.” – John D. Rockefeller. #MidlandsGives

Sample Direct Mail/Email Templates

Dear **[Donor Name]**,

Thank you for being a part of the **[organization name]** family/community/team!

Each year generous supporters like you join us for the exciting annual Midlands Gives event -this year it will be May 2 from 12:00:01am until 11:59:59pm. Your generous support makes a meaningful difference to **[core mission constituency, e.g. homeless youth, children with cancer, collies and dachshunds]**.

As you know, **[organization name]** is changing lives every day by/through **[core mission or program e.g. providing safe shelter, arts and recreation, veterinary care and human interaction]**.

On May 2, 2017, Midlands Gives Day, your **[\$XX target donation amount e.g. \$25, \$100 Insert a dollar amount that is slightly higher than your average online gift from last year to really stretch their Midlands Gives donation]** gift will help us receive extra funds for our work in the community. By visiting MidlandsGives.org, the online giving website for Midlands Gives, you can make a difference with your gift to **[organization name]**.

Here's the really exciting part: Every gift made through MidlandsGives.org on May 2nd helps our chances of winning prizes given throughout the day ranging from \$500 to \$5,000! With more than \$97,000 total prizes being awarded throughout the day, our chances to maximize your gift are great! Just imagine if we could **[something aspirational you might do with \$1,000]**!

All gifts you make to **[organization name as listed on MidlandsGives.org]** on May 2nd will increase our impact by allowing us to **[specific program with quantity e.g. feed XX more seniors, grant scholarships to XX more students, train XX more volunteers]**.

Make your gift on May 2nd by visiting **[insert a direct link to your MidlandsGives.org donation page]**!

[Add your specific call to action here. Do you want your donors to donate at 10:00am? Tell at least one friend to donate?]

[Add information about any matching funds you've secured for MidlandsGives.]

With your help, we WILL reach our **[\$X,XXX]** fundraising goal on Midlands Gives!

Follow us on Facebook/Twitter/Instagram **[insert a link to your social media page]** so you can share in the excitement of a day of giving and remember to give on May 2nd.

Sincerely,

[Name]

[Title (Executive Director, Board Chair, Volunteer)]

Sample Email Signature

Add this language to the bottom of your email signatures for all outgoing communications:

SAVE THE DATE – Midlands Gives 2017 is on May 2, 2017! Give \$20 or more via MidlandsGives.org between 12:00:01am and 11:59:59pm on May 2 and your gift(s) will help the 300+ registered nonprofits reach their goals!

Sample Thank You Language

On behalf of **[your nonprofit]**, thank you for participating in the 4th annual Midlands Gives **[yesterday/last week]**! Your contribution went even further thanks to the bonus funds and prizes to help **[name of nonprofit]** continue to **[insert mission]**.

Thank you for taking part in this important day of giving for our region! We are so excited to get to work!

EVERYONE
can be a philanthropist



May 2, 2017 • midlandsgives.org



2017 Guide to Matches

What are Matching Funds?

Matching funds are additional funds contributed directly to your nonprofit from a donor (or donors) to help encourage donations to your nonprofit on May 2nd.

Who are potential matching fund donors?

- Board members
- Major donors to previous fundraisers or giving days
- Year-end donors
- Local businesses
- A group of donors, or anyone who loves your nonprofit!

Matching funds allow donors to:

- Multiply the impact of their gift for a nonprofit about which they care deeply
- Broaden the nonprofit's giving base
- Make a large impact with one gift

What criteria can we set for Matching Funds?

Nonprofit can choose two options as criteria for their match:

- A dollar for dollar match
- Participation: Match is met when a specified number of gifts is received

Is there a minimum or maximum amount?

Yes, the minimum amount of matching funds that will be reported by Midlands Gives is \$1,000. Your organization can have more than one source of funds to reach the minimum amount. If your organization raises less than \$1,000, it can be given directly through MidlandsGives.org during the event, rather than used as matching funds.

Do I need to send the funds to Midlands Gives?

No, matches are coordinated by the nonprofit and donor(s). The funds are given directly to the nonprofit and do not go through the online platform or to Central Carolina Community Foundation. Nonprofits will need to send donors a tax receipt and/or acknowledgement letters. Matching funds do not count toward prizes and bonus pools.

Will my match be listed on my Midlands Gives profile?

Yes, once you submit the matching gifts form to Midlands Gives, we will verify your match. Once verified, the match will be listed on your profile and the leaderboard during the live event.

2017 Midlands Gives Matching Funds Form

Nonprofits have the opportunity to make gifts go further on Midlands Gives day through securing their own matches. Nonprofits may raise additional dollars specific to their organization at their sole discretion and effort. These funds will be reflected on the organization's profile at MidlandsGives.org. By securing a match for your nonprofit, you give the community more reasons to get excited about giving on May 2!

THE MATCHING FUNDS FORM MUST BE SUBMITTED BY APRIL 25, 2017

Midlands Gives Match Guidelines

1. Nonprofits are eligible to promote one match incentive on their profile during Midlands Gives. However, multiple donors can contribute to the total match amount.
2. Nonprofits can choose one of two options as criteria for their match:
 - a. A dollar for dollar match
 - b. Participation: Match is met when a specified number of gifts is received.
3. The minimum amount of the matching funds is \$1,000. Your organization can have more than one source of funds to reach the minimum amount. If your organization raises less than \$1,000, it can be given directly through www.MidlandsGives.org during the event, rather than used as matching funds.
4. Matches must be coordinated by the nonprofit and donor(s). The funds will be given directly to the nonprofit and will not go through the online platform (www.MidlandsGives.org) or Central Carolina Community Foundation. The Community Foundation does not serve as a facilitator in this process.
5. The availability of these funds will be promoted on your organization's Midlands Gives profile and shown on the leaderboard during the live event. Funds will be listed once verified by the Community Foundation. To verify Matches, complete this form and submit through your Midlands Gives Dashboard under "Documents." Documents submitted via mail or email will not be accepted.

NONPROFIT ORGANIZATION: _____

AMOUNT OF MATCH: \$ _____

MATCHING FUND OPTION (SELECT ONE):

_____ MATCHING: Dollar for dollar match on all donations up to \$ _____.

_____ PARTICIPATION: If organization has _____ unique donors during Midlands Gives, they'll receive \$ _____

COMPLETED BY DONORS

- ☐ I acknowledge that this gift will not be given through the online platform (www.MidlandsGives.org) during Midlands Gives, and is not eligible for bonus pools or prizes.
- ☐ I understand that my gift will be made directly to the nonprofit and will not be processed by Central Carolina Community Foundation.
- ☐ I acknowledge all information reported on this form is truthful and accurate to the best of my knowledge. An organization with the intent to mislead or misrepresent actual donations to the organization it represents and/or who reports false information could lead to forfeiture of bonus dollars and prizes at the discretion of Central Carolina Community Foundation.

Donor Printed Name:_____

Donor Signature:_____

Donor Printed Name:_____

Donor Signature:_____

Donor Printed Name:_____

Donor Signature:_____

Donor Printed Name:_____

Donor Signature:_____

COMPLETED BY BOARD CHAIR

- ☐ I acknowledge all information reported on this form is truthful and accurate to the best of my knowledge. An organization with the intent to mislead or misrepresent actual donations to the organization if represents and/or who reports false information could lead to forfeiture of bonus dollars and prizes at the discretion of Central Carolina Community Foundation.

Board Chair Printed Name:_____

Board Chair Signature:_____

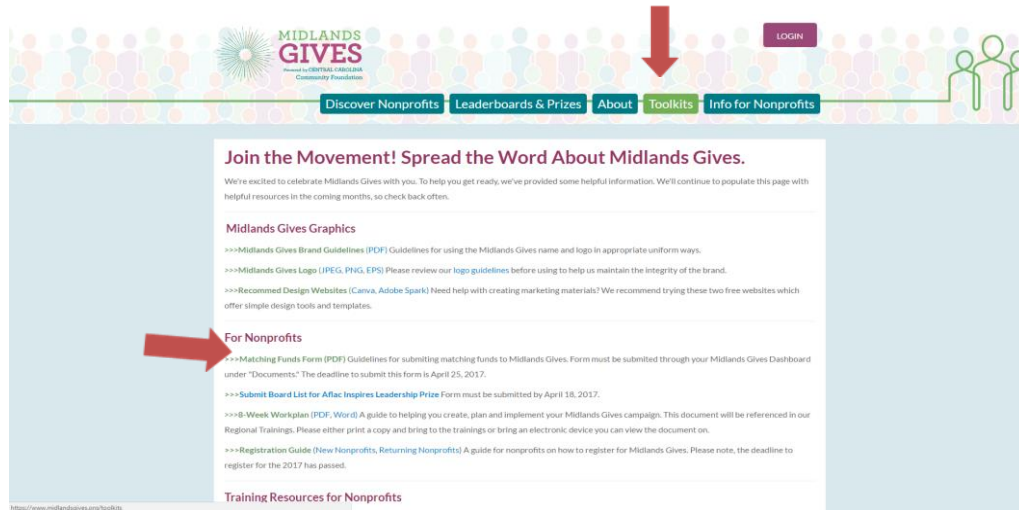
Once approved by Central Carolina Community Foundation, these funds will be promoted on your organization's Midlands Gives profile. Please allow two weeks once submitted for us to approve. An email will be sent to you upon approval.

The agreement and transfer of these funds must be coordinated by the participating organizations and the donors. The funds will not be distributed by Central Carolina Community Foundation.

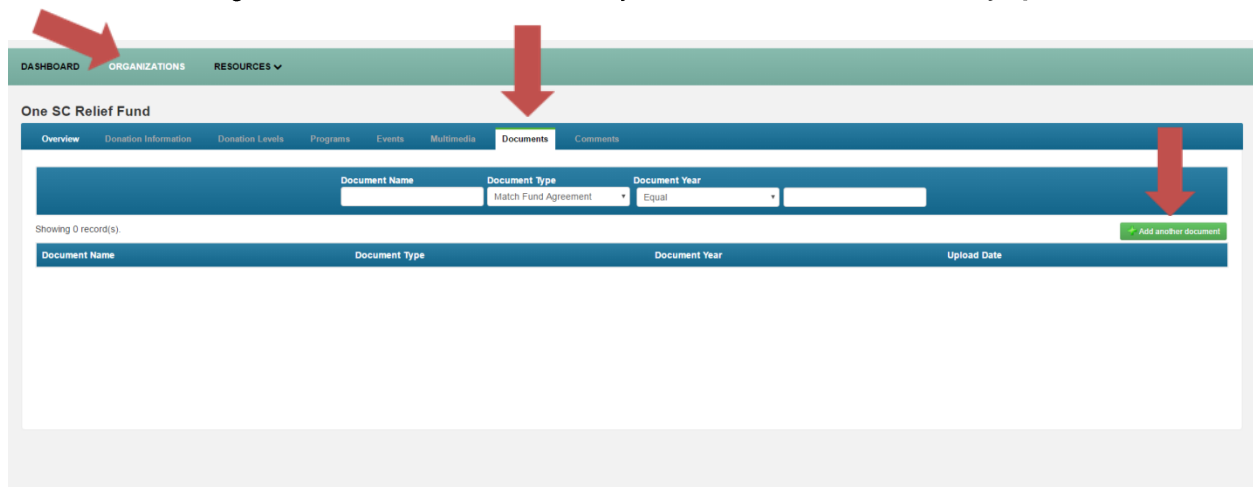
In addition, a tax receipt and/or acknowledgment letter will not be sent from the Community Foundation to matching donors but should be requested directly from nonprofit organizations.

Verifying a Match

1. Fill out the Matching Gifts Form (attached on pg. 13-14), found under “Toolkits” on www.MidlandsGives.org.



2. Submit the Matching Gifts Form under “Documents” in your Midlands Gives Dashboard **by April 25.**



3. Once approved by the Community Foundation, these funds will be promoted on your organization’s Midlands Gives profile. Please allow two weeks once submitted for us to approve. An email will be sent to you upon approval.

On May 2nd, verified matches will show on the leaderboard in one of two ways:

- Dollar for Dollar matches will count down as the match is met and then null when completed.
- Participation matches will be signified by a “P” symbol and, if met, will be added to your total at the end of the day.

Midlands Giving: A Request for Matching Funds

Request:

[XXXXXXXX] Nonprofit respectfully requests that [XXXX] consider a gift/grant of \$XX,XXX to establish a Matching Fund for Midlands Gives 2017.

Program:

Midlands Gives focuses on increasing visibility of – and giving to – nonprofit agencies in the 11-county Midlands region. The goal is to raise awareness of the breadth, size and impact of the nonprofit community and to broaden the base of donors for all nonprofits.

The idea behind Midlands Gives, which was launched in 2014, was to increase giving to the region's nonprofits by motivating people to give to one or more vetted charities through a particular website on a single day by offering bonus funds as an incentive.

Giving Day has since become a fundraising juggernaut and awareness building event that has distributed almost \$3.85 million to nearly 400 nonprofits in our community in just three years.

May 2 is the date for Midlands Gives 2017. It is an important opportunity to stimulate new giving, to build awareness and to provide increased funding during a time of government cutbacks and ever growing need. Our community could raise \$2 million in 2017.

An incentive for donors to participate in Midlands Gives is the prize and bonus funding offered. **13** local businesses have stepped forward to elevate Midlands Gives day by providing more than **\$95,000** in prize incentives and power hours. The prizes will be available to nonprofits via random giveaways, challenge matching funds, fun events at headquarters, and giver-generated milestones (like Power Hours).

Nonprofits also have the opportunity to raise their own matching funds for the event. Matching funds not only help **[Your nonprofit name]'s** gifts go further but also give the community more reasons to get excited about giving on May 2nd! This year, the matching funds each organization has raised will be reflected on their giving page and on the event's leaderboard.

Impact -- By the Numbers:

[Your nonprofit name] raised \$X,XXX from XXX donors last year. In previous years we have raised XXX, XXX and XXX. These funds have allowed us to **[insert accomplished goal]**.

Our goal for Midlands Gives 2017 is to raise \$XX,XXX from XXX donors to enable us to **[insert desired goal]**.

Impact -- By the Stories – ****REPLACE WITH YOUR OWN STORIES**

While numbers give one perspective on Midlands Gives, it's the nonprofits' stories which truly show the day's impact.

****We had one of our previous donors participate and now we have re-established our partnership. Thanks to him, we will be giving 250 turkeys to Veterans and their families this year.**

****Through the donations provided on Midlands Gives day we are able to outfit 6 more memory care facilities and one human trafficking shelter with Personalized Music programs. These personalized music programs enrich the lives of many by touching the heart, mind and soul; something that modern medicine still cannot do.**

****Our supporters blew out all expectations! Our goal was to raise \$15,000, and we raised over \$22,000! This represents 10% of our total yearly budget. In just our second year of participation, we managed to even earn a bonus prize for 3rd most gifts to a small nonprofit. Because of the gifts on Midlands Gives, we will head into 2017 with a strong financial situation to enable planned growth and continue to ensure that no pet owner ever has to choose between stay...or go!**

Checklists and Countdown Calendar

What	When	Notes
Begin implementation of donor outreach plan	April	
Promote Midlands Gives in your email newsletters, website and other outlets	April	
Send direct mail pieces (postcards, letters, flyers)	April	
Update social media status with Midlands Gives reminder information	April	
Encourage staff, board, donors to reach out to their networks	April	
Email supporters to remind them about Midlands Gives	Two weeks out	
Finalize day of logistics	Two weeks out	
Email link to your profile for donors to bookmark	One week out	
Confirm staff/volunteer duties for May 2	One week out	
Continue to post on social media	One week out	
Send out email reminds to friends of your organization	May 1	Ask them to spread the word. "Tomorrow is the day to give back!" Include your MidlandsGives.org link.
Update social media 2-3 times to generate excitement	May 1	
Send emails to your supporters	May 2	Include actions items – donate and include link to your profile page, follow on Facebook, tell 5 friends to donate, tweet link to page, etc.
Host your own event (optional)	May 2	In-office games, giving kiosks, refreshments for visitors, etc.
Use social media to promote your progress	May 2	Tell supporters about prizes you have won, explain fundraising goals, etc.
Monitor the Leaderboard	May 2	
Send thank you emails to donors in real time	May 2	You will have a link to a report that will provide you with real time information on all of your donors
Announce your success via social media	May 3	
Send hand-written thank you letters to top donors	May 4	
Add all donors to your database	May 4	

Communications Checklist

Plan your Midlands Gives communications on a grid so you cover all touch points and know who is managing each aspect.

Midlands Gives Communications Grid

What	Who	When	Message
Web page			
E-Newsletter #1			
E-Newsletter #2			
Brochure			
Direct Mail			
Flyers			
Blog posts			
Twitter			
Facebook			
Instagram			
YouTube			

Social Media Content Framework

Plan your social media posts ahead of time to make sure you have all outlets covered. Here is a framework to get you started and provide content ideas.

Midlands Gives Social Media Content

What	When	Facebook	Twitter	Instagram	YouTube
Question/Fact	Mon	X	X		
Video/Article	Tues	X	X		X
Photo	Wed	X	X	X	
Inspiring Story	Thurs	X	X		
True/False	Friday	X	X		

Prizes and Bonus Pools

Prize Rules

- Prizes are awarded to the nonprofit, not the donor.
- Organizations may not win more than one prize.
 - Exception: Prizes won before May 2 do not count, including Aflac's prize
- Organizations must have received at least 10 gifts before a prize drawing to be eligible.
- Prize money does not count toward bonus pool eligibility.
- Prizes will be announced via social media and will appear on the Midlands Gives leaderboard when awarded. A press release with all prize winners will also go out shortly after the event.

Regional Bonus Pools

Bonus pools are additional funds offered by the Foundation's partners for the benefit of organizations in specific geographic regions. Bonus pool sponsors determine who is eligible and how the money is distributed.

- **Greater Chapin Community Endowment** is sponsoring a **\$6,000** bonus pool for Chapin nonprofits. Eligible organizations will receive a proportional share of the **\$6,000** bonus pool based on the amount raised by the nonprofit.
- **Orangeburg-Calhoun Community Foundation** is sponsoring a bonus pool for Orangeburg and Calhoun County nonprofits (amount TBA). Eligible organizations will receive a proportional share of the bonus pool based on the amount raised by the nonprofit.
- **Sumter Community Foundation** is sponsoring a **\$5,000** bonus pool for Sumter nonprofits. Eligible organizations will receive a proportional share of the **\$5,000** bonus pool based on the amount raised by the nonprofit.
- **Kershaw County Endowment** is sponsoring a **\$2,500** bonus pool for nonprofit organizations in Kershaw County. Prizes will be awarded to eligible organizations according to who has the most unique donors.
 - **1st Prize:** \$1,000
 - **2nd Prize:** \$750
 - **3rd Prize:** \$500
 - **4th Prize:** \$250

2017 Prizes

Name	Prize Amount	# of Prizes	Description
SCE&G Energize	\$1,000	30	<i>If the midlands Gives Leaderboard donations reach \$1,500,000 by 5:00 p.m. EST, SCE&G will award \$1,000 to 30 randomly drawn nonprofits for a total of \$30,000.</i>
Aflac Inspires Leadership	\$500	60	<i>The first 60 nonprofits to receive pre-scheduled gifts from 100% of their board will receive this \$500 prize. The nonprofit must fill out form with board members names by April 18. Gifts must be pre-scheduled by April 25. Gifts should be made in the name of the board members (not spouses) and should not be marked anonymous. The winning nonprofits will be announced on May 2 at a time TBD.</i>
BlueCross BlueShield of South Carolina Live Fearless	\$5,000	1	<i>\$5,000 will be added to the gift that breaks new ground by putting Midlands Gives donations over \$2 million.</i>
BB&T First 100 Gifts	\$1,000	5	<i>\$1,000 will be awarded to the first five organizations that receive 100 gifts.</i>
First Citizen's Forever First	\$2,500	2	<i>\$2,500 awarded to the first and last donors of the day.</i>
South State Bank Power Hour	\$1,000	2	<i>\$1,000 added to one small budget and one large budget nonprofit that has the most unique donors between 7:00 and 7:59 am.</i>
TD Bank Power Hour	\$1,000	2	<i>\$1,000 added to one small budget and one large budget nonprofit that has the most unique donors between 10:00 and 10:59 am.</i>
Nelson Mullins Power Hour	\$1,000	2	<i>\$1,000 added to one small budget and one large budget nonprofit that has the most unique donors between 2:00 and 2:59 pm.</i>
Schmoyer and Company, LLC Power Hour	\$1,000	2	<i>\$1,000 added to one small budget and one large budget nonprofit that has the most unique donors between 4:00 and 4:59 pm.</i>
Southeastern Freight Power Hour	\$1,000	2	<i>\$1,000 added to one small budget and one large budget nonprofit that has the most unique donors between 11:00 and 11:59 pm.</i>
Sojourner, Caughman, & Thomas Most Donors	\$500	2	<i>For new nonprofits to Midlands Gives, \$500 added to on small budget and one large budget nonprofit with the most unique donors.</i>
Cyberwoven Increase in Donors	\$500	2	<i>For nonprofits that participated last year, \$500 added to ones mall budget and one large budget nonprofit with the largest increase in number of unique donors over last year.</i>
Nephron Pharmaceuticals	\$10,000	TBA	<i>To Be Announced</i>
Refer a Friend	\$250	1	<i>\$250 prize awarded to the nonprofit randomly drawn from returning nonprofits who recommend a new nonprofit to register for Midlands Gives.</i>

Questions?

The Midlands Gives Team is here to support you however we can throughout your campaign. Please follow the steps below to get assistance:

Look for answers at www.MidlandsGives.org

[Ask your peers in the Midlands Gives Facebook Group](#)

Email midlandsgives@yourfoundation.org

Call 803.254.5601 – Midlands Gives extension

