

EAST TEXAS GIVING DAY



2017 Nonprofit Toolkit

Who Can Participate?

ARE YOU ELIGIBLE?

To be eligible to participate in East Texas Giving Day, your organization must be:

- ☐ A 501(c)(3) public charity in good standing with the IRS.
- ☐ To participate in East Texas Giving Day, a nonprofit must reside in or primarily serve one of the 32 counties in East Texas Communities Foundation's (ETCF) service area. The 32 counties served by ETCF include: Anderson, Angelina, Bowie, Camp, Cass, Cherokee, Delta, Franklin, Freestone, Gregg, Harrison, Henderson, Hopkins, Houston, Lamar, Leon, Marion, Morris, Nacogdoches, Panola, Rains, Red River, Rusk, Sabine, San Augustine, Shelby, Smith, Titus, Trinity, Upshur, Van Zandt and Wood.

ARE YOU SIGNED UP?

- ☐ Go to www.EastTexasGivingDay.org and **register** your nonprofit to participate **before 5:00 p.m. February 15, 2017.**

- ☐ After you have been approved to participate, log back onto www.EastTexasGivingDay.org and complete your full organization profile and submit the \$100.00 registration fee, using a credit card, debit card or echeck. This registration fee will be used to promote the event regionally. You may also pay your registration fee by mailing a check to the East Texas Communities Foundation, Attn: East Texas Giving Day Registration, 315 N Broadway, Suite 210, Tyler, Texas 75702.

ARE YOU CONNECTED?

- ☐ Follow ETCF on Facebook at www.Facebook.com/SimplifiedGiving.

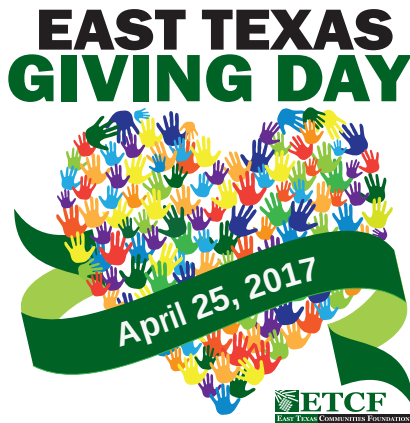
ARE YOU READY?

- ☐ Participate in East Texas Giving Day training webinars/ seminars. For a current list of Giving Day webinars/ seminars go to <http://www.etcf.org/pages/east-texas-giving-day>.
- ☐ Review your nonprofit profile at EastTexasGivingDay.org and complete any necessary edits prior to March 7, 2017.



315 N Broadway, Suite 210 Tyler, Texas 75702
903-533-0208 or Toll Free 1-866-533-ETCF (3823)

www.ETCF.org



Graphics

To help your nonprofit better promote your participation in East Texas Giving Day, ETCF has provided event day logos for you to use. Logos will be available on the Resources page of EastTexasGivingDay.org.

Media Coverage

East Texas Communities Foundation (ETCF) will provide overall regional media coverage for East Texas Giving Day. We encourage each nonprofit to leverage your relationship with area media outlets in order to best promote your specific nonprofit's message to potential donors.

Getting the word out:

Each nonprofit should develop an active Giving Day marketing plan for your organization:

- Email current donors, board, volunteers and staff about East Texas Giving Day coming April 25th. Ask that they “Like/Follow” you on your Facebook page.
- Mail a letter, postcard or include information in your newsletter to donors, board, volunteers and staff about your participation in East Texas Giving Day.
- Feature Giving Day on your organization calendars: on your website, on event lists and calendar listings and on your internal Outlook calendars for staff, volunteers and board members.
- Add your Facebook links on e-newsletters, website and emails.
- Plan and promote an event on Giving Day (coffee break, happy hour, ice cream party, etc.) to promote your organization and allow for community involvement.
- Add East Texas Giving Day info to your email signature to remind people to give to you on April 25th.

Raise your own Matching Funds:

Who are potential matching fund donors:

- Board members
- Major donors to previous Giving Days
- Local business partners

Why get a matching donor:

- Multiply the impact of their gift to a nonprofit about which they care deeply
- Broaden the giving base. Matching gifts inspire donors to give because their money will go further.

Sample Email and Letter

SUBJECT: YOUR DOLLAR GOES FURTHER ON APRIL 25TH

Dear **(insert name)**,

On April 25, 2017, from 6:00 a.m. to midnight, **(insert nonprofit name)** will be participating in East Texas Giving Day. East Texas Giving Day is an 18-hour day of giving that provides critical funding for nonprofits by connecting donors with organizations like us.

Please visit www.EastTexasGivingDay.org anytime between 6:00 a.m. and 11:59 p.m., search for our nonprofit and click “**Donate Now.**” Your donation will go a long way in helping us **(insert value proposition)**.

We invite you to participate April 25th in this area-wide day of giving back--whether from your desk, your cell phone or off your couch, just give! Please do not hesitate to contact me if you have any questions.

Sincerely,

Your Name **(Insert email signature, your Facebook handle.)**

Dear **(insert name)**,

Thank you for being a valued donor to **(organization name)**.

We invite you to join us for the second annual East Texas Giving Day, April 25th from 6:00 a.m. to midnight. East Texas Giving Day is an 18-hour day of giving that provides critical funding to nonprofits like us. Your generous support makes a meaningful difference to **(core mission)**.

As you know,**(organization name)** is changing lives every day by **(core mission of program)**.

On April 25th, your **(donation amount e.g. \$20, \$50, \$100)** gift will help us receive extra funds to work in the community. Just imagine if we could **(something aspirational you might do with \$1,000)**! By visiting www.EastTexasGivingDay.org, the online giving website for East Texas Giving Day, you can make a difference with your gift and possibly assist us in winning extra prize money throughout the event.

Make your gift April 25th by visiting www.EastTexasGivingDay.org and help us reach our **(\$\$, \$\$\$)** fundraising goal for East Texas Giving Day!

Follow us on Facebook at **(facebook link)** so you can share in the excitement of the day of giving and be a part of this historic event!

Sincerely,

Name

Title

BEWARE OF DONOR FATIGUE: remember that emails and letters are NOT like social media. You only need to send 1-3 emails total over the 1-3 month campaign. Not daily or hourly.

General Social Media Tips

- **Like ETCF on Facebook so you can share content easily.**
- Add your Facebook links on e-newsletters, website and emails.
- Invite your board, volunteers, donors and employees to like your Facebook page. Encourage them to share and like your East Texas Giving Day posts.
- Add East Texas Giving Day to your email signature to remind people to give to you on April 25th. It can look like this: **SAVE THE DATE – EAST TEXAS GIVING DAY is April 25th!** Visit <http://www.easttexasgivingday.org/> on April 25th to make gifts between 6:00 a.m. and midnight. Support **(your organization name)**.
- Content must be relevant, interesting and sharable. Keep the post brief but engaging.
- Decide who at the agency will manage the Facebook posts and monitor the conversations. Who will post on Giving Day so your followers are up to date with information (like number of gifts and contests on Giving Day)?
- Consider a scheduling program like Hootsuite to coordinate your various social media channels.
- Ask open-ended questions to evoke conversation on Facebook.
- Highlight the good work you are doing in your community. Make sure to use pictures or video!

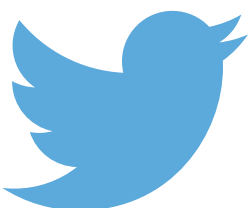
Facebook

There is a difference between liking a page from your personal profile and liking a page from your organization's page. It is important to do both. Go to your organization's page and click "Use Facebook as Page" on the right side. This allows your actions to be done "on behalf" of your organization's page. When you are finished, go back to your personal profile by clicking "Use Facebook as (your name)."



Twitter

- **First, follow East Texas Giving Day @ETCFGives from your organization's Twitter account**
- Follow people who have fund-raised for you before, community leaders, experts in your area or individuals who are like-minded in your community.
- Tell your followers that you are participating in East Texas Giving Day and provide basic information like date & time along with the website address www.EastTexasGivingDay.org.
- Offer links to your website, pictures and videos of your organization.
- Pictures and videos are the most retweeted items. They do not have to be professional images. Take photos of staff or volunteers working hard to make Giving Day a success.
- Use the East Texas Giving Day hashtag **(#ETGivingDay)** in all your Tweets.



Social Media

Sample Social Media Content Framework

• Try to create enough content to fill a social media calendar like the one below. The more fans/followers = More Buzz = More Donors!

DAY	Content Idea	Facebook	Twitter	Social Media#1	Social Media#2
MON	Question/ Fact	X	X		
TUES	Video/ Article	X		X	
WED	Photo	X	X		X
THUR	Inspiring Story	X			
FRI	True/ False	X		X	

• **Add calls to action** to “Like or Follow” you or to donate on Giving Day on every communication such as emails, voicemails, newsletter, website and e-blast.

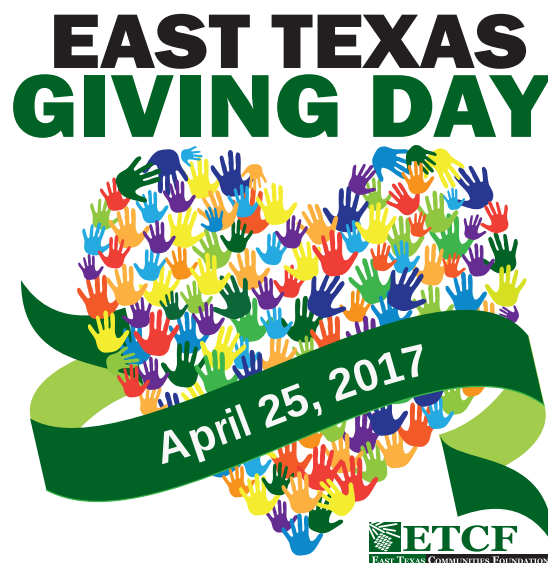
• **Engaging content trumps frequency** and is key to fostering relationships. For example, use photos of volunteers, or inspiring stories from donors.

• **Be smart about when you post.** Post when people are most active online: lunch or right after, end of business day, first thing in the morning.

• **Do as much ahead of time as you can!!** Use the Facebook scheduler to make posts leading up to the event so you can be free to communicate to donors about the importance of giving that day.

• **Do post daily the week leading up to Giving Day.**

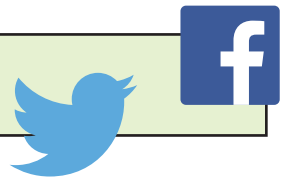
• **Post hourly during Giving Day about your progress.** Rally donors and create a buzz. Invite them to share when they make a donation to your organization.



Twitter & Facebook Examples Prior to Giving Day

- A little goes a long way, East Texas, when we all give together April 25th #ETGivingDay @ETCFGives
- Can't wait for April 25th!! East Texas Giving Day will impact all of East Texas. What does it mean to you? #ET-GivingDay @ETCFGives
- The real success of #ETGivingDay will not be the dollars raised, but the people impacted! Join me on April 25th to give back @ETCFGives.
- Next week is East Texas Giving Day! On April 25, 2017, make gifts of \$20 or more to (insert nonprofit name) between 6:00 a.m. and midnight at www.EastTexasGivingDay.org #ETGivingDay @ETCFGives
- Be part of history! Come in for free donuts and coffee. Donate on site at (nonprofits name), April 25th at (time & address) #ETGivingDay.

On Facebook, tag East Texas Giving Day page in your posts by typing "@ETCFGives". On Twitter the hashtag is #ETGivingDay



Example Tweets & Facebook Post for Giving Day, April 25th

- What a great way to start your day! Make a gift; make a difference! Join us at www.EastTexasGivingDay.org. #ETGivingDay @ETCFGives
- Where's my peeps at? Have you given today? www.EastTexasGivingDay.org #ETGivingDay @ETCFGives
- Wow! Are you watching the leaderboard for #ETGivingDay? East Texan's are making a difference! XX more hours to join the cause. @ETCFGives
- Give where you live! Support your local nonprofit today from 6:00 a.m. to midnight. Join us in giving back! #ETGivingDay @ETCFGives
- 1. Go to www.EastTexasGivingDay.org, 2. Find the organization you care about, 3. Make your gift!! #ET-GivingDay @ETCFGives
- "One is not born into this world to do everything, but to do something."- Henry David Thoreau. Who is inspired to give on Giving Day? #ETGivingDay @ETCFGives
- "Think of giving not only as a duty but a privilege."- John Rockefeller. Give today #ETGivingDay @ETCFGives
- We need your help! Help us win (insert prize) by donating between (insert times). Support (Organization name)! www.EastTexasGivingDay.org #ETGivingDay @ETCFGives
- Midnight is coming fast! Help us reach our goal. We are only (insert \$\$ amount) away! Donate at www.East-TexasGivingDay.org #ETGivingDay @ETCFGives.

Example Tweets & Facebook post the day after Giving Day

- We did it!!! Thanks for helping us meet our goal, East Texas. #ETGivingDay @ETCFGives
- East Texas Giving Day Rocks! We could not have done it without you. Thanks for your support. #ETGivingDay, @ETCFGives
- We have the best donors ever! Your support has been overwhelming. Because of you, we can continue our mission and impact the community. #ETGivingDay @ETCFGives
- "How wonderful that no one wait a single moment to improve the world."- Anne Frank. #ETGivingDay @ETCFGives

Timeline for East Texas Giving Day

December - January

- Sign up for introductory webinar to help get your nonprofit registered for the event.
- Make sure you and your staff/ volunteers/ board connect to ETCF on Facebook (facebook.com/Simplified-Giving) to receive the latest updates on East Texas Giving Day. Also make sure they like your organization's page!
- Ask your staff to Save the Date of April 25th. It is important to have the entire staff involved.
- Start thinking about a "day-of-event" plan. What can you do at your organization to engage the public and provide involvement for donors/volunteers?
- Start collecting stories from donors, volunteers and, most importantly, the people served by your organization. Take pictures and get short quotes from them about why your organization is unique. Remember to get permission to share their story on social media or in press releases.

February

- Decide on a Giving Day fundraising goal.
- **February 15th- Nonprofit registration ends.**
- Secure a matching gift for Giving Day and have the donor give at EastTexasGivingDay.org.
- Add the Facebook Badge to your facebook page. It is available for download on the Resources page of EastTexasGivingDay.org.
- Begin marketing to existing donors through mailings or postcards.
- Talk up the event to board members. Encourage them to share the news with their friends and colleagues.

March

- Send an email to stakeholders. Invite them to participate and like you on Facebook for up to the minute details.
- Promote EastTexasGivingDay.org in your newsletter.
- Plan an event (if you are having one) for Giving Day.
- Update staff email signatures with Save the Date message about East Texas Giving Day.
- Begin actively posting Facebook stories or blog with an appeal to donate on East Texas Giving Day.
- Ask staff to share your post on their Facebook pages.
- **March 7th- Nonprofit profile updates must be completed.**

Please note nonprofits will not have access to thier profile after this date!



Timeline for East Texas Giving Day

April

- Begin a social media countdown to the event. Remember to keep it fun!
- Send email blast to supporters reminding them that Giving Day is approaching.
- Prepare your day-of-event messages and schedule them ahead of time on social media.

April 25th- East Texas Giving Day!

- Keep an eye on the leaderboards & post updates to your followers on social media.
- Host an activity at your location or join other nonprofits for activities in your community. There will be activities on the Tyler Square downtown as well as at other notable locations in our service area.
- Thank donors in real time. Each Nonprofit will have access to donors information in real time.
- Announce your success on Facebook; cheer on fans and keep promoting your organization.
- **May 5th-** Event Recap hosted by East Texas Communities Foundation at the Genecov Room located inside the Tyler Area Chamber of Commerce Building at 315 N. Broadway, Tyler, Texas 75702.
- Send thank you notes to donors, and volunteers and supporters. You do not need to provide tax receipts as donors already received an acknowledgment letter via email after their gift was made.
- Use email or your website to thank supporters and let them know that their gift made a difference. Be sure to include photos or videos from the event day. Make phone calls if the donor made a major gift.
- Add all your donors to your database and continue to cultivate throughout the year by inviting them to events and to participate in volunteer opportunities.

SAMPLE THANK YOU EMAIL OR LETTER

Dear **(insert name)**,

On behalf of **(nonprofit name)**, thank you for participating in East Texas Giving day **(yesterday, last week)**! Your contribution will help **(nonprofit name)** continue to **(provide mission here or service)**.

Thank you for taking part in this important day of giving for our community.

Sincerely,

(Name, Title)



Our Mission

East Texas Communities Foundation supports philanthropy by offering simple ways for donors to achieve their long-term charitable goals.

