

# **EAST TEXAS GIVING DAY**



## **Complete 2019 Nonprofit Toolkit**

# Things to know.

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## 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.
- Nonprofits must reside in or primarily serve one of the 32 counties in East Texas Communities Foundation's (ETCF) service area: 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](http://www.EastTexasGivingDay.org) and **register** your nonprofit to participate **before 5:00 p.m. March 20, 2019.**

- Once you have been approved to participate, log back onto [www.EastTexasGivingDay.org](http://www.EastTexasGivingDay.org) and complete your full organization profile and submit the \$100.00 early bird registration fee, using a credit card, debit card or echeck. The registration fee will increase to \$125 after February 20, 2019.

ETCF will use the registration fee 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?

- Like ETCF on Facebook at [www.Facebook.com/SimplifiedGiving](http://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://etcf.org/giving-day/giving-day-events/>
- Review your nonprofit profile at [EastTexasGivingDay.org](http://EastTexasGivingDay.org) and complete any necessary edits prior to **April 1, 2019, 5:00 p.m.** Nonprofit profiles will not be editable after this date.



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

[www.ETCF.org](http://www.ETCF.org)

# Key Dates

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<b>Nonprofit registration opens</b> .....	<b>November 29, 2018</b>
<b>Early Bird registration ends</b> .....	<b>February 20, 2019, 5pm</b>
<b>Nonprofit registration ends</b> .....	<b>March 20, 2019, 5pm</b>
Matching Funds entered in system .....	April 1, 2019, 5pm
Profiles are locked- no more edits.....	April 1, 2019, 5pm
Prescheduled giving starts .....	April 15, 2019
East Texas Giving Day.....	April 30, 2019, 6am to midnight

# Trainings & Times

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**Matching Funds Seminar 10:00-11:00 am** ..... **Tuesday, January 29, 2019**

Genecov Room, Tyler Area Chamber of Commerce, 315 N. Broadway, Tyler, TX

**Creating a Marketing Plan 11:30- 1:00pm**..... **Tuesday, February 5, 2019**

Hollytree Country Club, 6700 Hollytree Drive Tyler, TX

**Social Media Basics 3:00- 4:00pm** ..... **Tuesday, February 12, 2019**

The United Way Building, 911 S. Broadway, Tyler, TX 75701

**Media Relations & Story Telling 10:00-11:00 am** ..... **Tuesday, February 26, 2019**

The United Way Building, 911 S. Broadway, Tyler, TX 75701

**Donor Stewardship 3:00- 4:00pm** ..... **Thursday, May 30, 2019**

Genecov Room, Tyler Area Chamber of Commerce, 315 N. Broadway, Tyler, TX

## EAST TEXAS GIVING DAY



### 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](http://EastTexasGivingDay.org).

### Media Coverage

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 non-profit's message to potential donors.

### Getting the word out:

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

- Email current donors, board, volunteers and staff that East Texas Giving Day is April 30th. 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 calendar.
- 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 30th.

### Benefits of participation:

- Increased regional awareness- the event is marketed regionally making the public more aware of the need.
- Have fun with fundraising- this event allows your team to have fun! Embrace it!
- Acquire new donors- with the low cost point of a donation, you could attract new donors.

## 5 Reasons to Give via EastTexasGivingDay.org

### 1. It's a regional celebration!

East Texas Giving Day raises awareness across the entire region, engaging communities across 32 counties. This awareness strengthens our entire nonprofit community.

### 2. Each donation matters!

Anyone can be a philanthropist on Giving Day. Every gift, no matter the size, truly makes a difference.

### 3. Powerful 1-Stop shop for donors!

Donors that come to EastTexasGivingDay.org can select any number of charities to give to and check out with one shopping cart.

**40%**  
of donors gave to more  
than one charity on  
ETGD 2018

### 4. Prizes!

When you give on East Texas Giving Day, you help participating nonprofits potentially win prize money!

### 5. Simplified charitable giving!

Making your donation online at EastTexasGivingDay.org is a simple way for you to support your favorite charity. Donors that choose to give on East Texas Giving Day demonstrate the value of our nonprofit sector to our communities.

# EAST TEXAS GIVING DAY



# East Texas Giving Day Strategy Checklist

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## 1. What is your goal?

- Who do you target? Do I segment my audience- volunteers, staff, board.
- Do you want a dollar goal or donor number goal? or do you want market exposure?

Sample goals: 1. Acquire 20 new donors, 2. Raise \$5,000 in donations, 3. Re-engage 20 lapsed donors

## 2. What's the story?

- Create a case for support.
- Segment donors with messaging specific to them. Prepare emails, social media and/or direct mail.
- Create a template email for your board to share with other key influencers.
- Do you have a match? Create a campaign around how far the donation can go.

## 3. Build your team!

- Within your organization, who can participate & best serve on this campaign?
- Get help to share your message- board, volunteers- do you have key donors that could influence others?

## 4. Follow up!

- Giving Day is over but cultivation has just began. How will you thank the donor?
- How will you record the donor info in your development software?
- Make plans to attend the **Donor Stewardship seminar May 30, 2019** at the Genecov Room of the Tyler Area Chamber of Commerce, 315 N. Broadway, Tyler, Texas from 3:00 p.m. to 4:00 p.m.

# EAST TEXAS GIVING DAY



# Create A Giving Day Team

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**In order for your organization to have a successful Giving Day, it helps to have a team working on the project together. Below are 4 essential roles for the team:**

## **1. The Ringleader**

This is the point-person for the event. This individual usually is the executive or development director, or a strong volunteer leader like the board chair. This person keeps the campaign focused and moving towards the same goal.

- Sets vision/ tone of the campaign
- Determine how Giving Day fits within your current fundraising plans
- sets the goal(s)
- Acts as the liaison between the board, volunteers and other staff.

## **2. The FUNraiser!**

Usually someone in the development department. The FUNraiser can tell the story about your organization. This person knows donors, sponsors and can bring along community partners.

- write the campaign letter- what are you raising money for? Who will it benefit?
- help find a matching donor.
- reach out to donors & encourages smaller, additional giving on this special day.
- Assist with creating messaging and helps provide content to put on social media.

## **3. Tech Master!**

Manages your organizations giving day profile and assist the FUNraiser in telling the story.

- finds photos/ videos to tell the story on your profile page
- schedules the social media post & builds the campaign emails.
- updates website and social media profiles with branded ETGD logos
- maps a schedule of post to put on social media before/ during and after ETGD.

## **4. Communications Specialist!**

Builds the messaging for your audiences for all channels- social, website, email or print.

- works with the team to build messaging for each audience- board, volunteers, potential donors etc.
- creates content for the Tech Master to share.
- assist the Tech Master in collecting images both video and photo that tell your story
- plan and organize event if that fits into your marketing plan.

# Timeline for East Texas Giving Day

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## December - January

- Sign up to attend a regional training event for ETGD get your nonprofit registered online.
- Make sure you and your staff/ volunteers/ board connect to ETCF on Facebook ([facebook.com/Simplified-Giving](https://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 30th. 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.
- Attend February training sessions. The full list online is at <http://etcf.org/giving-day/giving-day-events/>
- **February 20th- Early Bird Registration Ends at 5:00 p.m.**
- Secure a matching gift for Giving Day and have the donor give at [EastTexasGivingDay.org](http://EastTexasGivingDay.org).
- Add the Facebook Badge to your facebook page. It is available for download on the Resources page of [EastTexasGivingDay.org](http://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.
- Promote [EastTexasGivingDay.org](http://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 20th- Nonprofit Registration Ends at 5:00 p.m.**



# Timeline for East Texas Giving Day

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## April

- **April 1st- Final day to change online profile content at 5:00 p.m.** Please note nonprofits will not have access to their profile after this date!
- 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 15th- Prescheduled Giving opens on the Giving day web site.** The nonprofit with the most money raised during the prescheduled giving phase will receive a \$1,000 bonus!

## April 30th- 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.
- 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.
- 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.

## May

- Send thank you notes to donors, 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.
- 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.

Attend the final ETGD training:

**Donor Stewardship 3:00- 4:00pm ..... Thursday, May 30, 2019**

Genecov Room, Tyler Area Chamber of Commerce, 315 N. Broadway, Tyler, TX



**ETGD checks will be mailed 6 to 8 weeks after the event and include donations and prize money less credit card and technology fees.**

# Matching Funds

## Matching Funds:

Matching funds are **additional dollars contributed directly to your nonprofit from your donor**, a local business partner, or board members (or any combination of these) to leverage support to your organization.

Matching funds are beneficial because they provide a greater incentive for donors to give and create a sense of urgency. Matching funds help your organization engage with existing donors in a new way.

## Who are potential matching fund donors:

- Board members
- Major donors
- Local business partners
- Combination of any of the above!!

NPOs that raise a minimum of \$3,000 in Matching Funds will go in a drawing for a

**\$1,000  
Bonus Prize**

Must be entered in system by  
April 1, 2019

## 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.

## Matching donations must be entered in your Giving Day profile by 5pm, April 1, 2019.

- Matches reduce dollar-for-dollar (1:1)
- Because the match is calculated on the site 1:1, it allows you to say "your donation will be doubled"

## Will my match show on the website?

• Yes. Your match amount will show on your profile page. As you raise money on East Texas Giving Day, your match dollar will count down until the match has been satisfied. At that time a trophy icon will appear on your profile page signally your goal has been met.

**64%**

**more money was raised by NPOs with a match than those without one.**

**EAST TEXAS  
GIVING DAY**



# Matching Funds Letter Template

Dear **(insert name- board member, community leader, donor)**,

This year, on Tuesday, April 30, 2019, **[ORGANIZATION NAME]** is participating in East Texas Giving Day, hosted by East Texas Communities Foundation, a one day online giving extravaganza for the whole region. Our organization provides **[core mission constituency, e.g. homeless youth, children with cancer, dog rescue]**, and East Texas Giving Day helps us provide even more services to our region.

Last year, over 155 organizations from 32-counties came together to celebrate East Texas Giving Day and raised over \$754,000. We invite you to join the movement and help us reach our goal of **[\$XX,XXX]** on April 30th.

Dollar-for-dollar matching funds are a great way to inspire donors to give and to help nonprofits like ours reach our goal. Would you be interested in supporting our mission this year by providing a matching fund that we could promote and leverage on East Texas Giving Day? Your help with a matching fund will encourage donors to rise to the challenge on April 30th.

For more information on East Texas Giving Day visit [EastTexasGivingDay.org](http://EastTexasGivingDay.org). To discuss being a matching fund sponsor, please contact

**[CONTACT INFORMATION]**.

Thanks,

**[NAME]**

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



# Sample Email and Letter

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## **SUBJECT: YOUR DOLLAR GOES FURTHER ON APRIL 30TH**

Dear **(insert name)**,

On April 30, 2019, 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](http://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 30th 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 annual East Texas Giving Day, April 30th 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 30th, 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](http://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 30th by visiting [www.EastTexasGivingDay.org](http://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.

# More Sample Emails

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## SUBJECT: TODAY'S THE DAY! EAST TEXAS GIVING DAY!

Dear **(insert name)**,

East Texas Giving Day is **TODAY**, and we are asking you to join us in our efforts to make this the most awesome day of giving East Texas has ever seen!

It only takes five minutes to give to **[name of organization - make hyperlink to your the ETGD page]**. After that, you can give to other nonprofits that do work that you support or just kick back and watch how high the giving can go at **[https://www.easttexasgivingday.org/!](https://www.easttexasgivingday.org/)**

Your donation will help **[give specific examples, or insert a sliding scale of what \$25, \$50, \$100 etc can do]**.

You can also help make a HUGE difference today by:

**Spreading the Word!** Text a friend. Forward this email. Post on Facebook, Twitter and Instagram. Oh, and you can also just tell someone in person – that works, too!

Thank you in advance for support. Follow us on our Facebook page for updates throughout the day **[facebook link here]**.

Sincerely,

**(Name, Title)**

# Sample Thank You Email

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## SUBJECT: WE DID IT! GIVING DAY

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)**

# 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.**

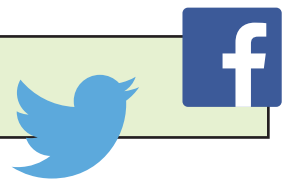
• **Post hourly during Giving Day about your progress.** Rally donors and create a buzz. Invite them to share when they make a donation to your organization.



## Twitter & Facebook Examples Prior to Giving Day

- A little goes a long way, East Texas, when we all give together April 30th #ETGivingDay @ETCFGives
- Can't wait for April 30th!! East Texas Giving Day will impact all of East Texas. What does it mean to you? #ETGivingDay @ETCFGives
- The real success of #ETGivingDay will not be the dollars raised, but the people impacted! Join me on April 30th to give back @ETCFGives.
- Next week is East Texas Giving Day! On April 30th, make gifts of \$10 or more to (insert nonprofit name) between 6:00 a.m. and midnight at [www.EastTexasGivingDay.org](http://www.EastTexasGivingDay.org) #ETGivingDay @ETCFGives
- Be part of history! Come in for free donuts and coffee. Donate on site at (nonprofits name), April 30th 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 30th

- What a great way to start your day! Make a gift; make a difference! Join us at [www.EastTexasGivingDay.org](http://www.EastTexasGivingDay.org). #ETGivingDay @ETCFGives
- Where are my peeps at? Have you given today? [www.EastTexasGivingDay.org](http://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](http://www.EastTexasGivingDay.org), 2. Find the organization you care about, 3. Make your gift!! #ETGivingDay @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](http://www.EastTexasGivingDay.org) #ETGivingDay @ETCFGives
- Midnight is coming fast! Help us reach our goal. We are only (insert \$\$ amount) away! Donate at [www.EastTexasGivingDay.org](http://www.EastTexasGivingDay.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

# Social Media

## General Social Media Tips

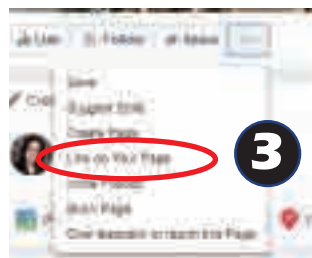
- **Like ETCF on Facebook so you can share content easily.**
- Add your Facebook links on e-newsletters, website and emails.
- Invite your board, volunteers, donors and employees to like your Facebook page. Encourage them to share and like your East Texas Giving Day posts.
- Add East Texas Giving Day to your email signature to remind people to give to you on April 30th. It can look like this: **SAVE THE DATE – EAST TEXAS GIVING DAY is April 30th!** Visit <http://www.easttexasgivingday.org/> on April 30th 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 Page Likes

There is a difference between liking a page from your personal profile and liking a page from your organization's page.

1. Select the page you want your administrative page to like.
2. Hover your mouse over the three dots under the cover picture.
3. Click "like as your page" and follow the prompts.

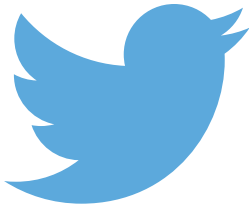


**Pro Tip:** Liking other pages increase your reach in the community. Once you like another page, you can tag (mention) the other page in your post. You may also get inspired!



## 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](http://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.



# Involving Board Members

## Board Members Rock!

East Texas Giving Day is a great way to get board members involved in a new, fun way. As ambassadors for your organization, your board's engagement in East Texas Giving Day is a crucial element for success.

### Board Members can:

- Serve as a mission ambassador for ETGD
- Support fundraising efforts maybe be a matching donor or connect you to a community partner that will offer a match for ETGD.
- Share post on social media.
- Share their story. They serve on the board for a reason. Get the board member to share why they care.
- Take pictures at board meeting with board members holding ETGD signs. Have those ready to post on social media or use in a newsletter explaining why now is the time to give!
- Call & thank donors on ETGD
- Write thank you letters after ETGD to your donors
- Recruit 5 donors to make gifts on ETGD
- Take a #unselfie on ETGD & post on social media that explains why they love your organization

### Educate the Board on the Event:

- Review your mission. Make sure the board knows the talking points and can share your messaging.
- Prepare typed messages that board can quickly share on social media. Provide pictures too!
- Set a goal- do you want 100% board participation?
- Ask the board to give during one specific prize hour.



# Sample Communications Calendar

MARCH 2019						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
					Are we having an event? Begin planning	2
3	4	5	Secure Match Donor and Amount	6	7	8
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

2019 APRIL						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4 Update Social media with ETGD logos	5 Preschedule Facebook post for campaign	6
7	8	9 Make sure WebSite has links to ETGD site & logos	10	11	12	13
14	15 PreScheduled Giving Starts Make test donation to review how it works.	16	17	18 Prize list review- do we have a target prize to win?	19	20
21	22 Send board facebook ready materials to post	23	24 email staff & board to pre-schedule gifts so they can have fun on ETGD	25	26	27
28	29 Email major donors & ETGD 2017 donors, remind to give	30 ETGD!! Update social media with goal updates	THANK YOU to DONORS! Social Media Thank you post			

# EAST TEXAS GIVING DAY



East Texas Giving Day is an 18-hour online event that provides critical funding for our area nonprofits. East Texas Communities Foundation is partnering with area nonprofits to give thousands of donors from every community in East Texas a chance to raise funds for local needs.

The purpose of an area-wide Giving Day is to bring the region together on one day and as one community, raising money and awareness for East Texas nonprofits. This initiative, organized by East Texas Communities Foundation (ETCF), provides citizens across ETCF's 32-county service area an easy platform to support the mission of local nonprofits that serve our communities.

## Our Mission

**Philanthropy builds community and changes lives. East Texas Communities Foundation supports philanthropy by offering simple ways for donors to achieve their charitable goals.**



315 N. Broadway, Suite 210 Tyler, TX 75702  
www.etcf.org 903-533-0208

