



Nonprofit Marketing Toolkit 2018

Table of Contents

General Information_____	3
Marketing Support_____	3
Graphics_____	3
Printable Materials_____	3
Glossary_____	4
Key Messages_____	5
Social Media Center_____	6
Facebook Tips_____	7
Twitter Tips_____	8
Ambassador Tips_____	9
Quotes_____	9
Sample Direct Mail, Email & Newsletter Templates_____	10
Checklists and Countdown Calendar_____	12
Communications Checklist_____	19
Prizes_____	24



What is The Fremont Area Big Give?

Hosted by the Fremont Area Community Foundation, the Fremont Area Big Give is a 24-hour online giving event that brings the region together as one community, raising money and awareness for local nonprofits in the greater Dodge County area.

Marketing Support

Graphics

Download graphics and other materials at FremontAreaBigGive.org and click on the *For Nonprofits > Marketing* tab. Feel free to use these graphics on your website, in social media posts and newsletters.

Printable Materials

Print ready forms, such as table tents, postcards and posters, are also available under the *For Nonprofits > Marketing* tab at FremontAreaBigGive.org. You may use these around your office or to mail to your supporters!

Key Messages

Please use the following messages when promoting the Fremont Area Big Give.

- Hosted by the Fremont Area Community Foundation, the Fremont Area Big Give is a 24-hour online giving event that brings the region together as one community, raising money and awareness for local nonprofits in the greater Dodge County area.
- The 2018 Fremont Area Big Give event will take place on Tuesday, May 8, from midnight to midnight, at FremontAreaBigGive.org.
- The Fremont Area Big Give provides an ideal platform for participating nonprofit organizations to increase awareness, donors and dollars all within one campaign.
- On FremontAreaBigGive.org, donors can search among 57 nonprofits and donate according to the nonprofit's personal profile page.
- During the Fremont Area Big Give, contributions of just \$10 or more are amplified through sponsored prize incentives. Since its inception in 2017 the event has raised over \$260,000 for local nonprofits.
- The Fremont Area Big Give is one of almost 100 giving days that take place in cities across America throughout the year.
- Track the FremontAreaBigGive.org leaderboard to follow your nonprofits' progress throughout the day!
- Everyone can be a philanthropist on May 8th! With a donation of \$10 or more, you can help your favorite nonprofit organization achieve its goals.



Social Media Center

Connect with us

Connect with the FACF on our social media networks to stay informed about Fremont Area Big Give tweets, posts, and photos. Retweet, share and repost our content to increase engagement on your feed!

Facebook: facebook.com/facfoundation

@facfoundation to tag

Twitter: twitter.com/facfoundation

@facfoundation

Plan

Take time before the Fremont Area Big Give 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 (**#FremontAreaBigGive**) in all 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

The Fremont Area Big Give 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 Fremont Area Big Give or another recent fundraiser.
- Ask your followers questions that they would be inclined to answer, such as why your nonprofit is important to them, how they first came to know about and support your work, or how they like to get involved in the community.
- Follow the hashtag #FremontAreaBigGive to see what is being posted online.

Facebook Tips

- Follow the Fremont Area 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 the organization's page you wish to "like." Click "like" as usual to like the page from your personal profile. To like the page from a page that you manage, click on the button with the three dots under the cover photo (●●●) and click "like as your page." 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

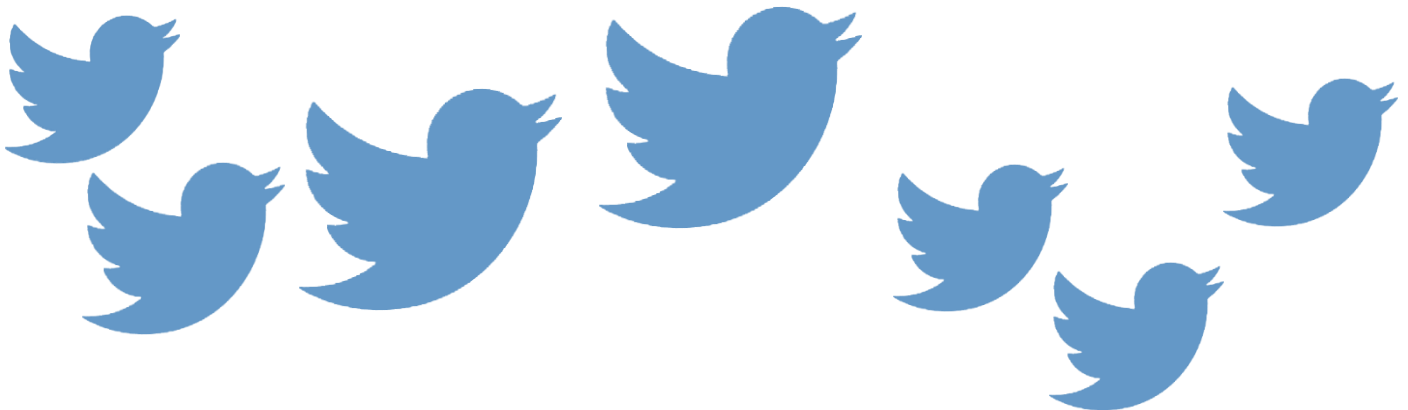
- Your #FremontAreaBigGive donation is a direct investment in our community. We can't wait to see the impact your donations have on [your nonprofit] this year!
- Can't wait to be a part of such a BIG day in our community on May 8th! What does #FremontAreaBigGive mean to you?
- The real success of #FremontAreaBigGive will not be the big dollars, but the big impact those dollars will have when 57 nonprofits put them to work! Help your community by giving on May 8th at [FremontAreaBigGive.org](https://www.fremontareabiggive.org).
- **May 7:** Tomorrow is #FremontAreaBigGive! Want a quick, easy way to help your community? Your gift goes further on [FremontAreaBigGive.org](https://www.fremontareabiggive.org).
- **May 1:** Last year, #FremontAreaBigGive raised \$260,816 to support 43 Fremont area 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 Fremont area TODAY from midnight to midnight for #FremontAreaBigGive!
- The Fremont area is waking up on the right side of the bed today! Starting at 6 am, grab coffee and get online at [FremontAreaBigGive.org](https://www.fremontareabiggive.org) to take part in #FremontAreaBigGive!
- Good morning, Fremont area! Help make the community a brighter place tomorrow by donating to local nonprofits today through #FremontAreaBigGive.
- Today is the day! Rise and shine Fremont area – time to show this community the impact we can make when we join together! From 6 a.m. to midnight, make your gift of \$10 or more to the nonprofits of your choice! #FremontAreaBigGive
- Everyone can be a philanthropist! With a gift of \$10 or more, you can help nonprofits in the Fremont area achieve their goals with #FremontAreaBigGive. Donate today!

Twitter Tips

- Follow [@facfoundation](#) from your organization's Twitter account.
- Also follow people/organizations that are important to your organization...people who have raised funds 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, videos and stories 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 members in action or events from the day).
- Actively following users tweeting about the Big Give, 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 Big Give hashtag (#FremontAreaBigGive) 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 #FremontAreaBigGive on May 8th!
- Which nonprofits inspire you in this community? Give back today! #FABG
- Help us harness the power of collective giving! Invest in us for #FremontAreaBigGive.
- Keep that giving spirit alive in the Fremont area! **XX** more hours to maximize your gift with #FremontAreaBigGive!
- Wow! Are you watching the leaderboard for #FremontAreaBigGive?! 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 #FremontAreaBigGive!
- Your gift can mean a world of difference for **[your nonprofit's mission]**. Please consider donating TODAY with #FremontAreaBigGive!
- Help us reach our #FremontAreaBigGive donation goal so we can **[accomplish your mission]**!
- Everyone can be a philanthropist! Help us reach our goals with #FremontAreaBigGive!



Sample Social Media Posts for Brand Ambassadors (fans of your organization)

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

- Save the date! #FremontAreaBigGive is on May 8. Help support **[your nonprofit]** and donate to **[insert nonprofit FremontAreaBigGive.org profile link]**
- My #FremontAreaBigGive Day gift will help **[your nonprofit]** **[accomplish some goal]**. Help them achieve it by donating on May 8th!
- I support **[your nonprofit]** because **[reason]**. You can support them too by donating to #FremontAreaBigGive on May 8!
- #FremontAreaBigGive starts now! Help me support **[your nonprofit]**! **[insert direct donation link]**
- When you give to **[your nonprofit]** during #FremontAreaBigGive, you can help them **[achieve some goal]**. Donate today! **[insert direct donation link]**
- **[your nonprofit]** is participating in #FremontAreaBigGive! Show your support and donate now!
- **[your nonprofit]** does **[enter mission]** for our community. I am proud to support them during #FremontAreaBigGive. 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 #FremontAreaBigGive!

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? #FABG
- “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 Fremont area for the better! #FABG
- “In a gentle way, you can shake the world.” – Mahatma Gandhi. Help shake the world with us on May 8! #FABG
- “The purpose of life is to contribute in some way to making things better.” – Robert F. Kennedy. Contribute to your community with #FremontAreaBigGive!
- “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 #FremontAreaBigGive!
- “How wonderful that no one need wait a single moment to improve the world.” – Anne Frank. Don’t wait! Join us for #FremontAreaBigGive!
- “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! #FABG
- “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 Fremont area today! #FABG
- “Act as if what you do makes a difference. It does.” – William James. Make a difference in your community with #FremontAreaBigGive
- “Think of giving not only as a duty but as a privilege.” – John D. Rockefeller. #FABG



Sample Direct Mail, Email & Newsletter Templates

Dear **[Donor Name]**,

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

We have great news to share! **[organization name]** is participating in the 2018 Fremont Area Big Give—a 24-hour day of giving on May 8th, powered by the Fremont Area Community Foundation.

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]**. Your generous support will make a meaningful difference to **[core mission constituency, e.g. homeless youth, children with cancer, collies and dachshunds]** on May 8th during the Big Give!

On May 8, 2018, Fremont Area Big Give 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]** gift will help us receive extra funds for our work in the community. By visiting **FremontAreaBigGive.org**, the online giving website for Fremont Area Big Give, you can make a difference with your gift to **[organization name]**.

Here's the really exciting part: Every gift made through **FremontAreaBigGive.org** on May 8th increases our chances of winning prizes given throughout the day, and boosts our share of dollars raised for a Bonus Pool provided by generous community sponsors. Just imagine **[something aspirational you might do with \$1,000]**!

All gifts you make to **[organization name as listed on FremontAreaBigGive.org]** on May 8th will increase our impact by allowing us to **[specific program with quantity, e.g. feed XX more homeless, grant scholarships to XX more students, introduce XX more youth to the arts, etc.]**.

Make your gift on May 8th by visiting **[insert a direct link to your FremontAreaBigGive.org donation page]**!

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

With your help, we WILL reach our **[\$X,XXX]** fundraising goal on the Fremont Area Big Give!

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 8th.

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 – The Fremont Area Big Give is on May 8, 2018! Give \$10 or more via FremontAreaBigGive.org between midnight and midnight on May 8 and your gift(s) will help the 57 registered nonprofits reach their goals!

Sample Thank You Language

On behalf of **[your nonprofit]**, thank you for participating in the 2018 Fremont Area Big Give **[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 joining in this important day! We are so excited to get to work!

Newsletter

[YOUR ORGANIZATION] is proud to be participating in the 2018 Fremont Area Big Give, a 24-hour charitable challenge powered by the Fremont Area Community Foundation. The online giving holiday will take place May 8th from midnight to midnight. Mark your calendars because we will need your help! We will be joining 57 local nonprofits to raise money together and compete for prize money—the more donors we get to give to us, the more likely we are to win prizes and boost bonus dollars! The Fremont Area Big Give is a community-wide event to show off the Fremont area's spirit of giving, raise awareness about local nonprofits, and celebrate the collective effort it takes to make this area great. Learn more at FremontAreaBigGive.org.

How can you help [YOUR ORG] during the Fremont Area Big Give?

- **Save the date.** May 8, 2018 will be a great day of generosity in the Fremont area. Get excited and ready to share your enthusiasm for [YOUR ORG] throughout the day.
- **Schedule a gift!** For your convenience, you can schedule gifts between April 30 and May 7. We encourage you to donate early if you cannot participate on May 8.
- **Donate to us on May 8!**
- **Spread the word!** Tell your friends that you will be giving to [YOUR ORG] during Fremont Area Big Give on May 8 and that you need their help.
- **Post about Fremont Area Big Give** on your social media pages. Let your friends and followers know how they can give and how their donations can help us win prize funds. Don't forget to use #FremontAreaBigGive
- **Cheer us on!** On May 8, watch the leaderboard on FremontAreaBigGive.org and stay up-to-date on our progress via social media.
- **Thank you for your support!** Thank you for your ongoing support of [YOUR ORG]. We can't wait to see the Fremont area band together to give big!

ABOUT THE FREMONT AREA BIG GIVE

The Fremont area's 24-hour charitable challenge is happening on May 8. The giving begins at midnight with a minimum \$10 donation and hourly drawings and prizes make your donations go further. So start gathering your circles and get ready for a great big give-together! Powered by the Fremont Area Community Foundation, the Fremont Area Big Give inspires the community to come together for 24-hours to give as much as possible to support the work of public 501(c)(3) nonprofits in the greater Dodge County area.



Checklists and Countdown Calendar

What	When	Notes
Begin implementation of donor outreach plan	April	
Promote FABG in your email newsletters, website and other outlets	April	
Send direct mail pieces (postcards, letters, flyers)	April	
Update social media status with FABG reminder information	April	
Encourage staff, board, donors to reach out to their networks	April	
Email supporters to remind them about Fremont Area Big Give	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 8	One week out	
Continue to post on social media	One week out	
Send out email reminders to friends of your organization	May 7	Ask them to spread the word. "Tomorrow is the day to give back!" Include your FremontAreaBigGive.org link.
Update social media 2-3 times to generate excitement	May 7	
Send emails to your supporters	May 8	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 8	In-office games, refreshments for visitors, etc.
Use social media to promote your progress	May 8	Tell supporters about prizes you have won, explain fundraising goals, etc.
Monitor the Leaderboard	May 8	
Send thank you emails to donors in real time	May 8	You will have access to real time information on all of your donors
Announce your success via social media	May 9	
Send hand-written thank you letters to top donors	May 10	
Add all donors to your database	May 10	



Communications Checklist

Plan your Fremont Area Big Give communications on a grid so you cover all touch points and know who is managing each aspect.

Fremont Area Big Give 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.

Fremont Area Big Give 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.
- Prize money does not count toward bonus pool eligibility.
- Prizes will be announced via social media and will appear on the Fremont Area Big Give leaderboard when awarded. A press release with all prize winners will also go out shortly after the event.

Bonus Pools

The Bonus Pool will benefit ALL of the 57 nonprofits participating throughout the Greater Fremont Area. Each nonprofit will receive a share of the pool that is proportional to the amount it raises during the day of giving!



Glossary

CiviCore – The platform and technology provider for the Fremont Area Big Give website.

Dashboard – The backend of the Fremont Area Big Give website where nonprofits can edit and access their Fremont Area Big Give 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 Fremont Area Big Give website.

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

Giving Station – Locations established throughout the Fremont Area on May 8th where area residents can learn more about the Fremont Area Big Give and use computers to make online donations.

Headquarters – A central location on May 8th where the Fremont Area Big Give team will be working and available for assistance throughout the 24-hour event.

Leaderboard – A page on the Fremont Area Big Give website that keeps the community updated on May 8th with current donation totals and prize winners.

Main point of contact – Person listed in your profile who will receive all important email communication about the Fremont Area Big Give.

Toolkit page – Webpage that provides key information, tools, and resources for a nonprofit to have a successful Fremont Area Big Give campaign. Access this page from the Fremont Area Big Give homepage and click on the *For Nonprofits > FAQs/Tools* tab.

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 FACF (such as budget, rules and guidelines consent, confirmation of participation eligibility, 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.