



## What We Learned From Our Past *Give Where You Live* Campaigns

### Tips for First-Timers:

- Be creative! Think “outside the box.”
- Start by marketing to your loyal donors first.
- Give yourself plenty of time to fill out the online profile for your organization.
- Partner with your volunteers and those you serve and let them share in your success!
- Use the marketing materials provided – add your own “spin” and brand it to your organization. See the [Resources](#) on [GiveWhereYouLive.net](#).
- Plan a giving day event – make it fun and energetic. Give your check-writing donors a reason to come out and give! See *Giving Destination Tips & Guidelines* in the [Resources](#) for more information on giving day events.
- Make sure EVERYONE including staff, board, volunteers, donors, etc. knows about *Give Where You Live* and your specific event. Encourage them to promote it in their circles of influence.
- Use Personal Campaigns to make it easy to help your nonprofit garner more support than what you alone can give. Learn more about Personal Campaigns in [Resources](#).
- Use social media before, during and after the event. Provide your followers with links to your giving day webpage.
- Include *Give Where You Live* promotional messages in ALL of your organization’s communications – outgoing mail, eblasts, email signatures, social media posts, etc.
- Take materials with you when you are in the community – post flyers, hand out cards, bring handouts to speaking engagements, partner with businesses to get your word out.
- Find a match donor for your individual organization to make more of an impact. See more information on securing a matching grant by visiting the online [Resources](#).
- Thank your donors publically (when appropriate) and post your results to your website and social media! Follow up with a personal thank you.
- Take notice of what works and adjust your approach so that you can do even better next year!

If you have any questions regarding these tips, please contact  
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