



Hosted by

Mid-Nebraska
Community
Foundation

Who can participate?

ARE YOU ELIGIBLE?

To be eligible to participate in North Platte Giving Day May 2, your organization must:

- Be a 501(c)(3) public charity in good standing with the IRS.
- Have a location and provide services in Lincoln County.

ARE YOU SIGNED UP?

- Go to www.NorthPlatteGivingDay.org and register your nonprofit to participate before 5:00pm March 15, 2018.
- After you have been approved to participate, log back onto www.NorthPlatteGivingDay.org and complete your full organization profile and submit the information. You will receive an email letting you know when your profile has been approved. Nonprofit will need to complete their full profile by March 31, 2018.

ARE YOU CONNECTED?

- Follow Mid-Nebraska Community Foundation on Facebook and Twitter. We will be sharing information about various nonprofits, and we want you to share North Platte Giving Day information as well.

MARKETING SUPPORT

Giving Day Logos

To help your nonprofit better promote your participation in North Platte Giving Day , we will provide event day logos for you to use. Logos will be available on the Resources page of www.NorthPlatteGivingDay.org.

Media

Mid-Nebraska Community Foundation will provide overall regional awareness of North Platte Giving Day via local media outlets. However, we encourage each nonprofit to engage the media to tell why donations are needed and what new what urgent goals and any special projects you and in the works.

Getting the word out

Each nonprofit should develop an active Giving Day marketing plan to help get the word out to your supporter and donors. Below are example to help.

- Email current donors, board, volunteers and staff about North Platte Giving Day coming May 2. 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 North Platte Giving Day May 2.
- Feature Giving Day May 2 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. Be sure to let us know about any special Giving Day events you have planned so we can help promote it on the North Platte Giving Day website.
- Add North Platte Giving Day information to the bottom of your emails reminding people about Giving Day on May 2.

Raise your own Matching Funds.

Who are potential matching fund donors:

- Board members
- Major donors

Why get matching funds:

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

SAMPLE EMAILS AND LETTERS

SUBJECT: YOUR DOLLAR GOES FURTHER ON MAY 2RD

Dear (insert name),

On May 2, from midnight to midnight, (insert nonprofit name) will be participating in North Platte Giving Day. North Platte Giving Day is an 24-hour day of giving that provides critical funding for nonprofits by connecting donors with organizations like us. On May 2 please visit www.NorthPlatteGivingDay.org anytime between 12:00 am and midnight, search for (our nonprofit name) and click "Donate Now." Your donation will go a long way in helping us (insert value proposition).

We invite you to participate May 2 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 and remember to follow us on Facebook and so you can share in the excitement.

Sincerely,

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

BEWARE OF DONOR FATIGUE: Remember that emails and letters are NOT like social media and that your supporters may also support other nonprofits. You only need to send 1 to 3 emails total. Not daily or hourly.

GENERAL SOCIAL MEDIA TIPS

- Like Mid-Nebraska Community Foundation 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, and encourage them to share and like your North Platte Giving Day posts.
- Add North Platte Giving Day to your email signature to remind people to give to you on May 2 . It can look like this: SAVE THE DATE – NORTH PLATTE GIVING DAY is May 2! Visit <http://www.NorthPlatteGivngDay.org> on May 2 to make gifts between midnight to 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 Mid-Nebraska Community Foundation @MidNebCF 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 North Platte Giving Day and provide basic information like date & time along with the website address www.NorthPlatteGivingDay.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 North Platte Giving Day hashtag (#NPGives) in all your Tweets and Instagram post.

SOCIAL MEDIA

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

BEFORE GIVING DAY SOCIAL MEDIA POST EXAMPLES

Twitter & Facebook Examples Prior to Giving Day

- A little goes a long way, when we all give together #NPGives @MidNebcF
- Can't wait for May 2rd!! North Platte Giving Day will impact all of Lincoln County What does it mean to you? #NPGives @MidNebcF
- The real success of #NPGives will not be the dollars raised, but the people impacted! Join me on May 2 to give back @MidNebcF
- Next week is North Platte Giving Day! On May 2rd, 2018, make gifts of \$20 or more to (insert nonprofit name) between midnight to midnight at www.NorthPlatteGivingDay.org #NPGives @MidNebCF
- Be part of history! Come in for free donuts and coffee. Donate on site at (nonprofits name), May 2rd at (time & address) #NPGives.



On Facebook, tag Mid-Nebraska
Community Foundations
@MidNebraskaCommunityFoundation
in your posts by typing “@MidNebCF”.
On Twitter the hashtag is #NPGives



Day of Example Tweets & Facebook Post for Giving Day

- What a great way to start your day! Make a gift; make a difference! Join us at www.NorthPlatteGivingDay.com. #NPGives @MidNebCF
- Where's my peeps at? Have you given today www.NorthPlatteGivingDay.org #NPGives @MidNebCF
- Wow! Are you watching the leaderboard for #NPGives? Lincoln County is making a difference! XX more hours to join the cause. @MidNebCF
- Give where you live! Support your local nonprofit t today from 12:00 a.m. to 11:59pm. Join us in giving back! #NPGives @ETCFGives
- 1. Go to NorthPlatteGivingDay.com, 2. Find the organization you care about, 3. Make your gift!! #NPGives @MidNebCF
- "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? #NPGives @MidNebCF
- "Think of giving not only as a duty but a privilege."- John Rockefeller. Give today #NPGives @MidNebCF
- We need your help! Help us win (insert prize) by donating between (insert times). Support (Organization name)! www.NorthPlatteGivingDay.com #NPGives @MidNebCF
- Midnight is coming fast! Help us reach our goal. We are only (insert \$\$ amount) away! Donate at www.NorthplatteGivingDay.org #NPGives @MidNebCF.

After Giving Day Example Tweets & Facebook post

- Lincoln County Rocks! We could not have done it without you. Thanks for your support. #NPGives, @MidNebCF
- We have the best donors ever! Your support has been overwhelming. Because of you, we can continue our mission and impact the community. #NPGives @MidNebCF
- “How wonderful that no one wait a single moment to improve the world.”- Anne Frank. #NPGives @MidNebCF

SAMPLE THANK YOU EMAIL OR LETTER

Dear (insert name),

On behalf of (nonprofit name), thank you for participating in North Platte 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)

Giving Day Events

Events are a great way to engage with new and existing donors. We encourage your organization to plan a North Platte Giving Day event to help bring awakens to your nonprofit and North platte Giving Day. Please be sure to let us know of any events you maybe planning so we Here are a list of ideas you could use.

Auto Thank you will be sent out once a donation is made