The background is white with scattered confetti in blue, yellow, and green. There are four balloons: a yellow one with a white ribbon symbol, a blue one with a white plus sign, a green one with a white musical note, and a blue one with the text 'Get Up & Give'.

NORTH TEXAS GIVING DAY^{.ORG}

9.19.19

powered by

COMMUNITIES
FOUNDATION of TEXAS



Nonprofit Toolkit 2019

#NTxGivingDay

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Key Dates

Stay in the loop with all things North Texas Giving Day!

Below are several key dates for trainings, deadlines and in-person experiences.*

June 6	North Texas Giving Day 101 at Concord Church
June 14	Early bird perks deadline
June 18	Social Media Workshop with The Richards Group
June 20	Matching Funds 101
June 26	Digital Strategy Webinar with RKD Group
July 10	Dallas County Sip and Learn**
July 16	Collin County Sip and Learn**
July 25	Board Engagement 101
July 31	FUNdraising 101
August 1	FUNdraising Page Creation Opens
August 8	Southern Dallas Sip and Learn**
August 13	Ft. Worth Sip and Learn**
August 19	FINAL DAY TO REGISTER FOR NORTH TEXAS GIVING DAY
August 22	Prizes 101
August 28	Donor Stewardship Training
September 7	LAST DAY TO EDIT PROFILES (except for matching gifts)
September 9	SCHEDULED GIVING OPENS
September 11	Freedom Day Volunteer Event
September 14	Freedom Day Family Service Event
September 14	NorthPark Center Family Philanthropy Festival
September 19	NORTH TEXAS GIVING DAY!
October 31	Checks emailed out

**Dates for trainings and events may change; be sure to [visit the Key Dates](#) section on northtexasgivingday.org for locations and the most up-to-date schedule.*

***Details TBD; watch your biweekly emails and northtexasgivingday.org website for specific details.*

“Giving is not just about
making a donation.
It’s about making a difference.”



Making North Texas Giving Day Work for YOU



Have you never done North Texas Giving Day before? Are you a one-person shop with limited time? Returning North Texas Giving Day veteran with willing interns? Ready to go all out for North Texas Giving Day? Whatever your capacity, we've got a guide on the next page to help you figure out where to start and what to do to make the most of North Texas Giving Day 2019.

Pick your category and follow our handy guide. Note: These are suggestions only; feel free to use this as a starting point to determine how your organization can best participate.

Rockstar Rookies

FEW hours: Nonprofits that have a handful of hours to dedicate to their NTGD campaigns, OR

FEW staff: In terms of staff capacity, includes NTGD campaigns driven by volunteers, a part-time staff person, a staff of one, OR

LITTLE lead time: Nonprofits that engage/register within the last month of NTGD campaign season

Second-Level Superstars

SOME time: Nonprofits that have two hours a week (or less) to dedicate to their NTGD campaigns, OR

SOME staff: In terms of staff capacity, includes NTGD campaigns driven by one or two staff person(s), OR

Starting in July: Nonprofits that register by early July

Advanced Achievers

MORE time: Nonprofits that have five to seven hours a week to dedicate to their NTGD campaigns, OR

MORE staff: In terms of staff capacity, includes a dedicated staff that facilitates NTGD campaign activities over the course of campaign season, OR

Starting in June: Nonprofits that register after Early Bird Perks

Event participants or hosts: Nonprofits that have participated in a regional event or host their own NTGD donation station/awareness events

Major League Movers

Annual planners: Nonprofits that include NTGD in their annual fund development/marketing plans

Dedicated staff: In terms of staff capacity, includes NTGD campaigns driven by a team of marketing/development staff, who have capacity for customizing NTGD graphics, developing and deploying social media marketing campaigns

Starting in June: Nonprofits that register by Early Bird Perks

North Texas Giving Day is a great way for local nonprofits to reach new donors and raise more money.

As a nonprofit, maximize the opportunity and make sure North Texas Giving Day works for your unique goals and needs.



Guide to Making North Texas Giving Day Work for YOU

CAMPAIGN OPTIONS	Rockstar Rookie	Second-Level Superstars	Advanced Achievers	Major League Movers
Register for North Texas Giving Day	x	x	x	x
Attend NTGD kickoff event	x	x	x	x
Update email signature w/ NTGD message	x	x	x	x
Send one email to constituents/ database about NTGD	x	x	x	x
Join closed Facebook group	x	x	x	x
Display yard sign at home/office	x	x	x	x
Thank all donors	x	x	x	x
Ready for the next level? Choose two more below!				
Register for North Texas Giving Day by Early Bird Perks deadline		x	x	x
Attend kickoff and social media training		x	x	x
Secure matching fund		x	x	x
Create three email campaign series to send to constituents/database		x	x	x
Post to social media – FB, Twitter, IG – at least once		x	x	x
			Want to take things even further? Try two more!	
Leverage FUNdraising pages			x	x
Use board engagement tools; secure board participation			x	x
Produce creative video content for social media use			x	x
Execute multimedia marketing campaign			x	x
Attend kickoff, advanced social media, stewardship training			x	x
Create custom graphic assets for social media			x	x
				Yep, there's even more! Add two more if you can!
Conduct segmented direct mail campaign			x	x
Engage in paid social media advertising campaign			x	x
Attend all NTGD training events			x	x
Engage elected officials				x
Host NTGD-themed event				x
Share Giving Curriculum with families				x

Strategy Planning Template

Use this template to outline your ideas, set goals and create your action plan.

What is your specific, urgent campaign objective?

What is the challenge, obstacle or problem that your campaign will solve?

What is the solution, action or result that your campaign offers?

Whose support are you working to earn and what do they value most?

Audience

What will move them to give?

Whose voice is most meaningful to the audience (e.g., client, donor, board member, CEO or staff member)?

Strategy Planning Template

Facebook Followers	Twitter Followers	Email Subscribers	Postal Addresses	Phone Numbers

Donors giving between \$10 and \$100	Donors giving between \$100 and \$1,000	Donors giving over \$1,000

Metric	Total Likely	Total Possible	Goal	Priority
Dollars Raised (\$)				
Board Participation (%)				
Matching Gift				
Increased Gift (#)				
Unique Donors (#)				
Returning Donors (#)				
New Donors (#)				
Social Media Impressions				
Matching Gift Earned (%)				

Based on the metric goals prioritized above, write out meaningful, measurable goals for your campaign team, for reporting to your board and for sharing externally.

Internal Goal

Public Goal

Strategy Planning Timeline

If timelines work for you, consider this month-to-month guide to help you prepare and execute your best North Texas Giving Day campaign:

NOW: Attend a Kickoff Event and Develop Your Goals

New Nonprofits

- Read the [eligibility requirements](#) to ensure you're eligible to participate in North Texas Giving Day.
- After attending a kickoff event, [create a login](#) and begin registration.

Returning Nonprofits

- Reclaim your organization's profile by [logging in at northtexasgivingday.org](#). Update your profile to complete registration (address, mission statement, agency needs, budget size, etc.).
- Be sure to upload your logo, add photos, check links to social media pages and website, and ensure written content is simple, concise and appeals to donors.

All Nonprofits

- List September 19, 2019, North Texas Giving Day, on your organization's calendars. Note that scheduled giving begins September 9.
- Learn about the ["Early Bird Perks Club"](#) for submitting your profile or updating an existing profile early.
- Inform your board, staff and volunteers of your participation in North Texas Giving Day. Share your results and key data from 2018 to inspire your supporters.
- Develop a fundraising goal, a strategy and a timeline.

Sample goals:

1. Acquire 20 new donors.
 2. Raise \$5,000 in donations.
 3. Reengage 20 lapsed donors.
- Select a staff member or high-level volunteer as a point person who has strong leadership and organization skills and can commit to the North Texas Giving Day timeline.

June: Train and Prepare

- Make plans to participate in the [summer training sessions](#).
- **Build your social media outreach**—create a plan, an editorial calendar and your social media posts.
- Familiarize yourself with the helpful tools located on the website under ["For Nonprofits/Resources."](#) Watch the kickoff videos and share with key staff, review FAQs, and read the press release and key messages.

June 14: "Early Bird Perks Club" deadline... [Learn about perks for submitting your profile in June.](#)

July: Secure Matching Funds, Print Materials, Activate Social Media

- Incorporate North Texas Giving Day logo and other branding materials into your promotions.
- **Announce your participation on social media.**
- Double-check that the information on your profile is correct and complete registration before the **August 19 deadline**.
- If you missed the kickoff events, schedule time to watch kickoff videos or watch webinar.
- **Work on securing a Matching Fund** from current donors, community partners or your board.

Strategy Planning Timeline



August: Last Chance to Register... Increase Your Outreach

- **Begin an email and social media campaign**, starting slowly and building in frequency during September.
- Encourage your super fans to create FUNdraising pages on behalf of your organization, beginning August 1.
- **August 19: Deadline to pay your registration fee and submit registration.**
- Increase outreach efforts. Amplify promotion on your website and print materials, and by word of mouth.
- Mail North Texas Giving Day co-branded postcard or other direct mail piece ([see For Nonprofits/Resources page on the website](#)).
- **Share any events you have planned for North Texas Giving Day** by completing the **online events survey**. Our marketing team will review events to post on the [Events](#) page.
- Develop your donor stewardship plan.

September: Big Push Promo + All Hands on Deck!

- North Texas Giving Day PSAs begin running on WFAA.
- Communities Foundation of Texas continues extensive press outreach for North Texas Giving Day.
- Increase social media posts. Review best practices video, social media webinar and social media guidelines.
- **September 7 is the last day that nonprofits can edit information**, except for adding matching funds on your approved profiles.
- **Scheduled giving opens September 9!**
- Promote your organization's chance to win prizes with the help of your supporters.
- Send reminders about North Texas Giving Day. Share your goals. Let supporters know when you reach key milestones.
- **North Texas Giving Day is Thursday, September 19 at 6am!** It's officially go time! Alert your audience, thank your donors, watch the leaderboards, consider attending an event in your community (events are being held across the North Texas region).

Late September: Thank Your Donors, and Thank Them Again!

- After North Texas Giving Day: **Thank your supporters**. (Ideas: handwritten notes, email with photos of the day, inspiring story from the day, upbeat thank-you video).
- **Share your results** on your website, newsletter and social media networks. Consider designing an infographic to represent your results in a fun, graphical way.
- **Begin donor retention** plan for new donors.

Strategy Checklist

STEP #1: What Are Your Goals?

Analyze your data to define your goals.

- **Analyze your current donor database** to discover new opportunities and develop the best approach.
- **Establish your overall fundraising goal** based on insights from your data.
- **Determine the number** of new donors and total participants you want to reach.
- **Set segmented participation goals** (young donors, lapsed donors, new donors, etc.).

STEP #2: What's Your Story?

How are you going to engage your donors?

- **Create a compelling case for support.** Consider tying your campaign to a matching fund or specific program.
- **Create an omni-channel experience.** Be sure to coordinate your communication efforts across every channel (web, print, social media, direct mail, mobile).
- **Be intentional with your email strategy.** Start early, but beware of donor fatigue.
- **Segment donors and tailor messages to reach them.** Target donors with relevant content and contextualized asks.
- **Personalize your communications.** People give to people. Create a personal experience that resonates with each individual donor.
- **Optimize your website.** Consider launching a homepage takeover. Redirect your donate button to your North Texas Giving Day page from September 9–19.
- **Equip social ambassadors** with social content and images for your campaign.
- **Create templated emails** for your key influencers and board members to share.
- **Reward participants for recruiting donors.** Think about an incentive that would inspire them to share.

STEP #3: Build Your Team

Who is going to help you make North Texas Giving Day a success?

- **Decide who in your internal organization** could best help you achieve your North Texas Giving Day goals.
- **Who are the board members** that would best help spread your message?
- **Think about current donors or volunteers** who would be great ambassadors for your organization.
- **Activate your ambassador army** by encouraging them to create FUNdraising pages ([more details in the FUNdraiser toolkit!](#)), spread the word to their networks, and donate on September 19.

STEP #4: How Will You Follow Up?

Be intentional with your follow-up.

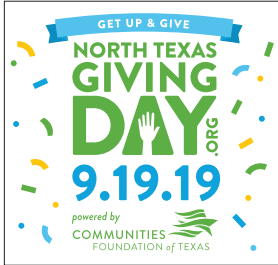
- **Create a simple thank-you video** in advance and assemble a team to write handwritten thank-you notes.
- **Thank immediately**—via email, phone call or text. (Your donor report provides live donation data!)
- **Develop a specific follow-up campaign** to steward donors and thank them.
- **Attend the North Texas Giving Day donor stewardship training on August 27.**

Marketing Support

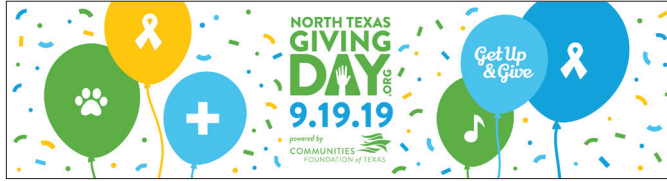
North Texas Giving Day graphics

We have tools you can use! [Download these materials at NorthTexasGivingDay.org](http://NorthTexasGivingDay.org).

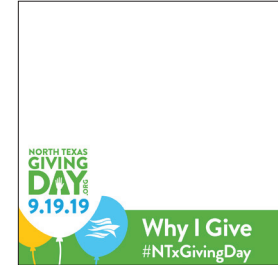
Logos



Facebook Cover Photo



Why I Give Filter



Rack Card



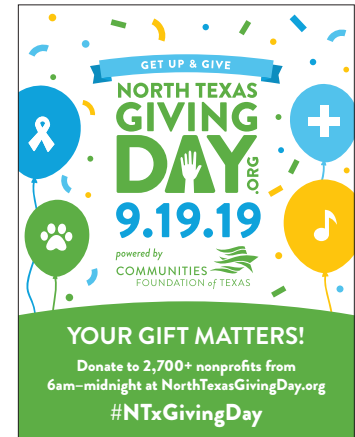
Business Card



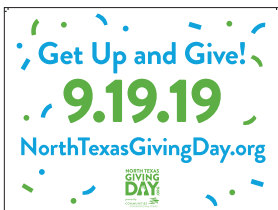
Postcard



English Poster



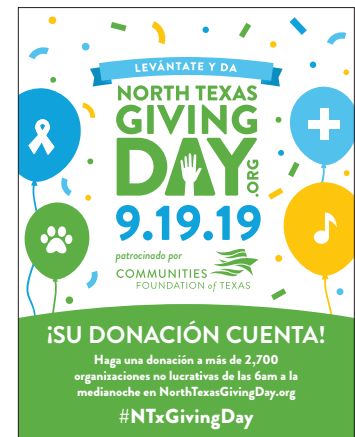
Yard Sign



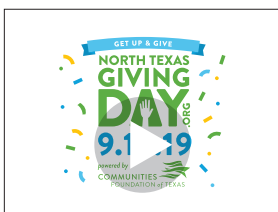
Billboard



Spanish Poster



PSA



Spanish Email Signature



Marketing Support

Media Outreach and Advertising

The Communities Foundation of Texas marketing team provides significant PR support with outreach to all local TV, print, radio and online outlets across our 20-county footprint.

- Billboards
- Radio advertisements
- Retail partnerships
- Event promotion throughout the metroplex
- Prizes
- Lighting up Reunion Tower
- TV PSAs leading up to the event

Media Sponsors

- Bubble Life
- Cumulus Radio
- The Dallas Morning News
- DFWChild
- FWD>DFW
- KLTY
- My Sweet Charity
- On-Air Media
- Studio Movie Grill
- Telemundo
- WFAA Channel 8

Videos

- Video-recorded kickoffs and trainings provide additional support and flexibility to nonprofits
- One-to-one matching fund video
- Bonus fund video
- Board engagement video

Note: [click here to access videos.](#)



Templates: Save the Date

Need some help with language? Take a look at these email templates that can be adjusted for email or direct mail use.



Dear [Donor Name],

This year, on Thursday, September 19, 2019, [ORGANIZATION NAME] is participating in Communities Foundation of Texas' North Texas Giving Day, a one-day online giving extravaganza for our whole region.

Last year, we were part of the success as Communities Foundation of Texas brought together 2,700 local nonprofits like us to raise \$48 million for our region. [If you didn't participate last year, use this language: Last year, Communities Foundation of Texas brought together 2,700 organizations to raise \$48 million, and we are excited to be a part of the movement this year!]

Since its founding in 2009, North Texas Giving Day has inspired people to get up and give, resulting in increased donations and services provided in North Texas.

We invite you to join the movement and help us reach our goal of [\$XX,XXX] on September 19. Here's how you can help:

1. Get up and give on September 19!

Your gift matters! On September 19, if you donate to [our organization] on NorthTexasGivingDay.org between 6am and midnight, your dollar will be stretched with [insert your own matching funds] plus bonus funds and prizes raised by Communities Foundation of Texas!

Not available on September 19? No worries! Schedule your donation between September 9 and September 18 and make your gift count! [insert a link directly to your NorthTexasGivingDay.org donation page]

2. Spread the word!

Spread the word to your friends and loved ones about [our organization] and North Texas Giving Day! Don't forget to tag [organization social handle] and #NTxGivingDay if you're posting online! Encourage your friends and family to get up and give as well! Communities Foundation of Texas is even offering a prize for the social media post that's shared the most!

3. Follow us!

Follow our social media [social media account] and facebook.com/NorthTexasGivingDay to stay up to date on North Texas Giving Day!

For more information on North Texas Giving Day, visit **NorthTexasGivingDay.org**! For more information on how you can help our organization on North Texas Giving Day, September 19, please reach out to [person of contact].

Thanks,
[NAME]

Templates: Matching Fund

Securing a matching fund donor can take your North Texas Giving Day campaign to the next level! Use the template below as a starting point for making your ask.

Dear [Donor, Board Member, Business Owner],

This year, on Thursday, September 19, 2019, [ORGANIZATION NAME] is participating in Communities Foundation of Texas' 11th Annual North Texas Giving Day, an online giving extravaganza for the whole region. Our organization provides [core mission constituency, e.g., homeless youth, children with cancer, collies and dachshunds] and North Texas Giving Day helps us amplify our message. With North Texas Giving Day, we're able to reach more people and make an even greater impact.

Last year, 2,700 organizations across the region came together to celebrate North Texas Giving Day and raised over \$48 million. Since 2009, North Texas Giving Day has inspired giving from around the world, resulting in increased donations and services provided in North Texas. We invite you to join the movement and help us reach our goal of [\$XX,XXX] on September 19.

Dollar-for-dollar matching funds are a great way to inspire people to give and to help us reach our goal on North Texas Giving Day. Would you be interested in supporting our mission this year by providing a matching fund that we could promote and leverage on North Texas Giving Day? By matching gifts, you demonstrate your commitment to our cause and region! Also, your help with a matching fund will encourage donors to rise to the challenge on September 19.

For more information on North Texas Giving Day, visit **NorthTexasGivingDay.org**, the website for North Texas Giving Day. To discuss being a matching fund sponsor, please contact [CONTACT INFORMATION].

Thanks,

[NAME]

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

Did you know?

Organizations with matching funds increased their giving 26% on average versus an 8% increase for organizations without matching funds.



Templates: Thank You

Showing gratitude matters! Be sure to thank your North Texas Giving Day donors quickly and often. The example below includes language you can use in emails, letters or videos.



Dear [Donor Name],

Thank you for donating to [organization name] on North Texas Giving Day! Your generous support makes a meaningful difference to [core mission constituency, e.g., homeless youth, children with cancer, rescue dogs], as we continue to change lives every day.

Communities Foundation of Texas' North Texas Giving Day gives us a chance to introduce our organization to a new audience and raise funds to keep our mission going. Your donation on North Texas Giving Day brings us one step closer to reaching our overall fundraising goal for the year!

A huge thank you to you and the [number of] people who donated; we raised [\$XX,XXX] during the 18 hours of North Texas Giving Day! The money raised will help us [what the raised money will help do, e.g., feed so many dogs, provide programming to so many more families]!

Follow us on Facebook/Twitter/Instagram [insert a link to your social media page] to see just how we'll put your donation to work.

Sincerely,

[NAME]

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

Personalize your thank yous for your North Texas Giving Day constituents.



Send a video, a card, an email or make a phone call. Have your board or volunteers do a thank-a-thon to call or write all your North Texas Giving Day donors.

It doesn't matter how you choose to thank your donors, but that you remember to thank them!

Social Media Center

Connect With Us

Connect with #NTxGivingDay on our social media networks. Like, share and repost from our feeds. Be sure to tag North Texas Giving Day when you post!



facebook.com/NorthTexasGivingDay

@NorthTexasGivingDay to tag



twitter.com/ntxgivingday

@NTxGivingDay to tag



instagram.com/ntxgivingday/

@NTxGivingDay to tag

Use #NTxGivingDay across all social media to join in the online conversation!

Sample Facebook & Twitter Posts

For Facebook, each of the following messages will be most effective if accompanied by an image.

Before North Texas Giving Day

- Thanks to you, last year we raised [enter total raised in 2018] on #NTxGivingDay! Will you help us blow that out of the water?
- We can't wait to be a part of the most generous day in North Texas! What's your favorite part of #NTxGivingDay?
- #NTxGivingDay 2019 planning has begun!
- Save the date: 9/19/19 is #NTxGivingDay!
- There are 7 million people who live in North Texas. Imagine what we can do when we get up and give together on #NTxGivingDay!
- We give to [insert cause] in North Texas because we believe _____. #WhyIGive #NTxGivingDay

Scheduled Giving

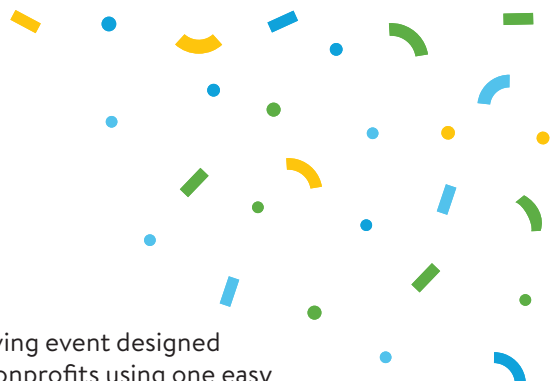
- A little goes a long way when North Texans give all at once. Schedule your donation today for #NTxGivingDay!
- Did you know that you can schedule your #NTxGivingDay donation early? Do it today! [enter link to donation page]
- Get the #NTxGivingDay party started early! Schedule your gift now!

Day of

- Today is the day to make an impact. We're proud of the work we do and deeply grateful to each of you who help make it happen. So today, get up and give and help us make it a great #NTxGivingDay! [enter link to donation page]
- Help build a stronger and more vibrant North Texas by donating today! [enter link to donation page]
- Today is #NTxGivingDay! Donate today to help us change North Texas for the better: [enter link to donation page]
- Join me and donate to your favorite causes TODAY on #NTxGivingDay!
- Your gift matters! Let's show the world how North Texas gives back and donate today!
- Help us get to the top of the #NTxGivingDay leaderboard! Donate here today: [enter link to donation page]

For more social media tips, [download our social media toolkit.](#)

General Information and Eligibility



What is North Texas Giving Day?

Communities Foundation of Texas' North Texas Giving Day is an annual online giving event designed to empower every person to give back to their community by supporting local nonprofits using one easy platform! North Texas Giving Day is the largest community-wide giving event in the nation and mobilizes nonprofits and givers to create lasting impact in their communities. In 2018, generous, cause-minded friends in North Texas (and beyond!) raised more than \$48 million benefiting 2,700 local nonprofits. Add that to the dollars raised since its founding in 2009—it adds up to \$240 million in 10 years, a true testament to the power of giving, growing and making change happen... TOGETHER.

When and where is North Texas Giving Day?

This year, the big day is Thursday, September 19, from 6am (CT) – midnight. All the fun happens online at northtexasgivingday.org. Gifts can be scheduled starting September 9 to process on September 19. To participate, nonprofits must register by August 19.

How did North Texas Giving Day get started?

In 2009, Communities Foundation of Texas (CFT) created North Texas Giving Day as a tool to help donors find local nonprofits and give wisely to them. Now, 11 years later, CFT's North Texas Giving Day is a model for giving days around the globe. Powering North Texas Giving Day is one of the many ways CFT serves as a hub for philanthropy and fulfills its vision of building thriving communities for all. In addition to powering North Texas Giving Day, CFT professionally manages more than 1,000 charitable funds for families, companies, foundations and nonprofits and has awarded more than \$1.9 billion in grants since its founding in 1953.

Who can participate in North Texas Giving Day?

To participate in North Texas Giving Day, a nonprofit must:

1. Have a physical location/mailling address in one of these North Texas counties:

• Collin	• Erath	• Johnson	• Parker
• Cooke	• Fannin	• Kaufman	• Rockwall
• Dallas	• Grayson	• Montague	• Somervell
• Denton	• Hood	• Navarro	• Tarrant
• Ellis	• Hunt	• Palo Pinto	• Wise
2. Dedicate 100% of proceeds raised through North Texas Giving Day to the organization's North Texas programs, services or beneficiaries in the counties listed above.
3. Have a completed North Texas Giving Day profile by August 19, 2019.
4. Be classified as a 501(c)(3) or 501(c)(19) by the IRS or be a Giving Circle housed at Communities Foundation of Texas or one of our partner foundations.
5. Be in good standing with the state and IRS, and not be in violation of any applicable state or federal law, ordinance or regulation.

For complete eligibility information, please see ["About" "Eligibility"](http://northtexasgivingday.org) at northtexasgivingday.org.

Please note

- Each nonprofit's page will include a link to their **GuideStar** profile to provide donors with more detailed information on the organization's mission and use of its charitable dollars.
- Approval of an organization's participation in North Texas Giving Day does not constitute an expressed or implied endorsement by Communities Foundation of Texas or any other North Texas Giving Day partner of a nonprofit or its mission.

Why Nonprofits Participate

North Texas Giving Day provides a special opportunity for nonprofits in our region to amplify their message, share their impact and most important—raise the critical funds needed to do their work! As a participating nonprofit, you become part of a regionwide movement.

Nonprofits say that North Texas Giving Day helps them:

Raise money efficiently

North Texas Giving Day creates a sense of urgency for supporters to give. In 2018, participating nonprofits raised on average \$15,200 (up from \$12,790 in 2017). 61% of responding nonprofits reported they spent less than 20 hours on their North Texas Giving Day campaign. There is a cost to all fundraising efforts, but when you compare the cost per dollar raised for North Texas Giving Day to other efforts, it is a highly efficient way to support the bottom line.

Engage matching fund donors

Nonprofits leverage North Texas Giving Day to engage donors to provide matching gifts furthering their fundraising success. North Texas Giving Day 2018 trend data shows that nonprofits who secure 1:1 matching funds are more successful on North Texas Giving Day than those who do not secure matching fund donors, and experience an average increase of 26% from what they raised in 2017 versus 8% growth for nonprofits without matches.

Attract and retain new donors

In 2018, North Texas Giving Day empowered more than 81,000 donors from all 50 states and 27 countries to give back to the causes nearest and dearest to their hearts. 67% of responding nonprofits reported that North Texas Giving Day helped them attract new donors and 69% stated that North Texas Giving Day helped retain donors.

Test new fundraising ideas

Nonprofits have utilized North Texas Giving Day to creatively pilot new fundraising strategies, for example creating campaigns focused on alumni, former clients, volunteers, staff and board members, lapsed donors, or targeted efforts to bring in new donors in new markets. North Texas Giving Day is the perfect time to test the waters. Peer-to-peer FUNdraising functionality makes it easy to reach new people from diverse audiences by enrolling your super fans to FUNdraise on your behalf.

Why Nonprofits Participate



Increase brand visibility

Each year, Communities Foundation of Texas partners with diverse media outlets (including print, TV, radio, social) to promote North Texas Giving Day and share nonprofit stories with the public. In 2018, North Texas Giving Day secured 853 articles and stories and 35.8 million media impressions valued at \$4.85 million in ad equivalency. By being a part of North Texas Giving Day, nonprofits raise their profiles in the community.

Exposure to companies and new donors

North Texas Giving Day provides the most comprehensive list of local nonprofits and is often accessed by media partners, fund holders, donors from the community, companies and other entities to find charitable organizations in North Texas. [When you're on the North Texas Giving Day list](#), people can find you and can sort by county, city, size and/or cause areas.

Build capacity and gain tools for year-round fundraising efforts

Each year, CFT provides more than 15 hours of in-person and online training tools that nonprofits can apply to their year-round efforts.

Be part of something bigger as you lift the nonprofit sector and celebrate your mission

Nonprofits often share that North Texas Giving Day provides an opportunity to engage their networks, including staff, volunteers, board members and donors, to celebrate their mission and be a part of something bigger than themselves. Utilizing North Texas Giving Day to reconnect individuals to the mission of the organization in turn boosts staff morale and inspires key stakeholders. Plus, it's a day that gives permission to celebrate the nonprofit sector and our community overall, because on North Texas Giving Day everyone's doing just that!

Recruit volunteers

For the first time in 2018, North Texas Giving Day nonprofits had the opportunity to leverage the day to recruit volunteers. By empowering nonprofits to communicate volunteer opportunities, North Texas Giving Day enables you to form a deeper connection with your donors as they give time and talent to missions that are close to their hearts. Twenty thousand donors expressed interest in volunteering for a specific nonprofit.

North Texas Giving Day Nonprofit Registration

Now that you know all the whys, it's time to register! Whether your organization is new this year or returning, registration is a simple process done completely [online at northtexasgivingday.org](https://northtexasgivingday.org).

To register, you'll need:

- To be an eligible nonprofit in and serving North Texas ([click here to view the Eligibility FAQ](#)).
- To complete the guided steps on northtexasgivingday.org.
- To pay your registration fee (only \$50 for organizations with budgets under \$250,000 and \$100 for organizations with budgets of \$250,000 or more).

Register early (by June 14) and qualify for our Early Bird Perks! As an early registrant, you qualify for a number of special opportunities:

- Entrance in a random drawing for one of five \$500 registration prizes
- Entrance in a random drawing for one of six *Nonprofit Storytelling Conference* prizes
- Priority registration for “WFAA Daybreak” and “Good Morning Texas” media opportunities
- Priority consideration to host a booth at the NorthPark Center Family Philanthropy Festival
- And more!



Key Messages

Telling the North Texas Giving Day story helps support and strengthen the nonprofit sector and its work in the region. North Texas Giving Day's intention is to unite, support and engage the community, so sharing the "why" is easy. In case you need a few pointers, here are key messages to use when promoting North Texas Giving Day:

Communities Foundation of Texas' North Texas Giving Day is back on September 19, 2019!

You can support your favorite cause and help create a more vibrant North Texas by giving at northtexasgivingday.org.

When we give together, we grow together!

North Texas Giving Day is for everyone, no matter the size of your gift! Find your favorite cause(s) and give!

Schedule your gift early.

Simply go to northtexasgivingday.org between September 9 and 18, and you can schedule gifts to all your favorite nonprofits.

You can donate more than just your dollars!

Share your time and talent by pledging service hours or volunteering through North Texas Giving Day's marquee volunteer events September 11, 14 and 19, 2019. More details on these opportunities will be emailed and posted on the North Texas Giving Day website under the ["Get Involved"](#) section.

Join the fun, in-person events happening all over the metroplex

to celebrate North Texas Giving Day! [Visit the events page on northtexasgivingday.org](#) to see where and when!

Become an ambassador

for your favorite nonprofit by creating your own FUNdraising page and activating your network! Our impact is greater when we give together!

North Texas Giving Day is powered by Communities Foundation of Texas,

a 66-year-old community foundation that has presented North Texas Giving Day since 2009. The foundation professionally manages more than 1,000 charitable funds for families, companies, foundations and nonprofits and has awarded more than \$1.9 billion in grants since its founding in 1953.

Communities Foundation of Texas provides a variety of training opportunities

to participating nonprofits. CFT equips nonprofit staff to engage their audiences and raise funds and provides free and customizable marketing materials to use for promotion across various channels.

The North Texas Giving Day leaderboards are fun to watch all day.

Follow along and watch the progress of your favorite nonprofits!

Reasons to Give

North Texas Giving Day is a day for GIVING. Passionate people can put action to their convictions and make a real difference!

It's a regionwide movement.

Communities Foundation of Texas' North Texas Giving Day is an event that lifts giving and engages the entire region to support local nonprofits, celebrating the important role they play in strengthening communities.

Your gift matters.

Everyone can be a philanthropist on North Texas Giving Day! No matter the size of the gift, your role as a giver increases the capacity of nonprofits to do their work.

It's a powerful one-stop shop.

The North Texas Giving Day platform makes generosity easy. With 2,700 nonprofits registered, you can find and support all your favorite causes in one place.

You can do something today to make tomorrow better.

North Texas Giving Day creates a sense of urgency and excitement to support the needs in our own backyard.

Prizes!

By giving on North Texas Giving Day, you're helping your selected nonprofit(s) qualify for one or more of over 100 prizes.

We are greater than me.

Giving together is more powerful (and fun!) than giving alone.

Local pride.

Our big-as-Texas giving spirit is a great pride point to share with prospective families and businesses looking to relocate here. Let's show the world what we're made of!

Help set a national record.

We're Texans, so naturally everything we do is bigger and better. What's more fun than setting a world record in generosity?!

Be a part of something bigger.

When we give en masse, we demonstrate how much we believe in our region's nonprofit sector and the power of collective responsibility. North Texas Giving Day is an effective way to stimulate giving in our region, and in turn build a thriving community for all.



Raising Your Own Matching Funds

Nonprofits that participate in North Texas Giving Day have the option to take the lead on securing their own matching funds.

Matching funds are additional dollars contributed directly to your organization from a donor, company or community partner (or some combination) to help encourage donations to your nonprofit. Matching funds should be a 1:1 match, which allows you to say that your dollar will be doubled. Once secured, your matching fund will appear on your nonprofit profile, and will count down as it is satisfied.



Did you know that in 2018, 458 nonprofits raised their own matching funds, totaling \$6.3 million! Up 85% from the year before!



Who are potential matching fund donors?

- Board members
- Foundations with whom you have a great relationship
- Individuals who are invested on a heart level (volunteers, previous donors)
- Vendors with whom you have a longstanding relationship
- Companies who want to give back and who can promote your cause to their customer base

Remember, a matching fund does not have to be from just one source. Perhaps a combination of partners could come together to fund a matching fund and work together on behalf of your mission!

Nonprofits with matching funds grew giving by 26% versus 8% for all other organizations.



Some common questions about matching funds:

Does the matching fund money get bonused?

No. Each nonprofit should receive the matching fund money directly from their donors. Matching fund donors can write a check or grant directly to your organization, outside of the North Texas Giving Day platform.

Are matching funds required to be a dollar-for-dollar match?

Yes, matching funds must be dollar for dollar.

Will my matching funds appear on my nonprofit profile?

Yes, your match amount will be listed on your profile page. As you raise money on NorthTexasGivingDay.org, your match goal will count down until the match is satisfied.

More Incentives to Give: Prizes and Bonus Funds



Prizes

Because winning is fun and on North Texas Giving Day, it happens a lot!

Each year, Communities Foundation of Texas partners with foundations, companies and individuals to award prizes throughout North Texas Giving Day, creating excitement for both nonprofit partners and donors. Prizes are designed to be won by new and returning organizations and agencies of all sizes. Prizes range from randomly drawn, hourly golden tickets to geographic and cause-related prizes, to rewards for the most donors and more. Stay in the know on all things prizes by checking out the prize page on northtexasgivingday.org.

Bonus Funds

Communities Foundation of Texas raises approximately \$1 million in bonus funds in partnership with local foundations, companies and individuals. The bonus funds boost gifts from the community made on northtexasgivingday.org. The bonus funds are distributed proportionately to partially match gifts up to \$10,000 given during scheduled giving or on September 19.

For example, if a nonprofit raises \$5,000 on North Texas Giving Day, and the bonus percentage is 2.5%, then that nonprofit will earn \$5,125 (before processing fees). [For a short video with more bonus fund details, click here.](#)

How it's calculated:

Bonus Calculation

$$\frac{\text{Total Bonus Funds}}{\text{Total Amount Raised on North Texas Giving Day}} = \text{Bonus Fund \%}$$

Example

$$\frac{\$1,000,000}{\$40,000,000} = 2.5\%$$

The bonus percentage for 2019 will be determined on September 20, 2019.

Scheduled Giving

Encourage your people to get started early! From September 9 to September 18, donors can schedule their gifts in advance.

Things to know about scheduled giving:

1. **Donations scheduled between September 9 at 8am and September 18 at midnight will be processed on North Texas Giving Day, September 19.**
2. **Donors must create a donor profile** to schedule a donation between September 9 and 18.
3. **Donors can use the shopping cart feature** on the North Texas Giving Day website. Simply choose all nonprofits you want to give to and then check out all at once through one easy process.
4. **Scheduled donations are eligible for bonus funds once processed on September 19.** They are also eligible for prizes that are specific to scheduled giving and other prizes through North Texas Giving Day.
5. **Donors who make an error** while scheduling their donation can call 214-346-5500 to make a correction to their scheduled donation.
6. **Email confirmations:** Once a donor schedules their gift, they will receive an email confirming the donation has been scheduled and reminding them that it will be processed on September 19. Once the donation is processed, the donor will receive their tax receipt confirming their donation. Should the transaction fail, they will get an email indicating that their donation did not process and suggesting they try making their gift again.
7. **Nonprofits can see their scheduled donations through the nonprofit portal** under “My Organization” and “Donation Information.” [Click here to access the nonprofit portal.](#)

Tips to make scheduled giving a success

Scheduled giving is a great time to activate your audience early!

- Work with a community partner to host an event and encourage attendees to schedule gifts on site.
- Host a site visit to give potential donors a backstage pass to your organization.
- Encourage your board members to host a coffee, lunch or dinner for their network to learn more about your organization.



FUNdraising Pages

Who can FUNdraise?

North Texas Giving Day is not a party without your super fans! Encourage your super fans to create a FUNdraising Page to help make this the best North Texas Giving Day yet!

Beginning August 1, super fans can create a FUNdraising page on behalf of your nonprofit! This exciting feature allows your champions to highlight the organizations closest to their heart, while promoting your North Texas Giving Day campaigns and helping you reach your fundraising goal.

For more details, tips and tricks on FUNdraising pages, [check out the FUNdraising pages toolkit found on northtexasgivingday.org!](https://northtexasgivingday.org/toolkit)

Offline Gifts

North Texas Giving Day now accepts checks!

As an additional convenience to your donors, they may now give by check and be counted in your North Texas Giving Day total.

Donors should give their checks directly to your nonprofit between September 9 and 19. You then enter them on the North Texas Giving Day platform by 11:59pm on North Texas Giving Day.

Please note: Donations made by check are NOT eligible for bonus funds.

Getting Your Checks

Second to North Texas Giving Day itself, the best day of the season is the day you receive your donation checks!

As a participating nonprofit, your organization's North Texas Giving Day check will be sent to the check distribution email address you provided at registration. The checks will come from app@echecks.com. Checks will be emailed no later than October 31, 2019. You can print the check off on normal printer paper, sign and take directly to the bank.

If your organization received a prize: Your prize check will also be emailed to the check distribution email and will come separately from the same sender noted above. Checks will be emailed no later than October 31, 2019.

If your organization received Donor-Advised Fund grants, these checks will be mailed separately from the respective community foundation that houses the fund.

Please note: You will have until January 31, 2020, to cash your check. If you have any issues, please reach out to northtexasgivingday@cftexas.org as soon as possible.

Before We Go... There's More!

For a deeper dive on specific content areas, be sure to refer to the following toolkits:

[Board Member Toolkit](#)

[Elected Official Toolkit](#)

[FUNdraiser Toolkit \(for super fans\)](#)

[FUNdraising Pages Toolkit \(for nonprofits\)](#)

[Social Media Toolkit](#)

You're on your way! The North Texas Giving Day team is excited to partner with you to create lasting impact and make your campaign a success. Additional resources and tools can be found on northtexasgivingday.org.

To contact our team, email northtexasgivingday@cftexas.org, or call 214-346-5500.

Questions? [Check out our FAQs at northtexasgivingday.org](#).



