

CELEBRATING 10 YEARS

NORTH TEXAS
GIVING
DAY^{.ORG}

9.20.18

powered by

COMMUNITIES
FOUNDATION of TEXAS



Get Up
& Give



Ambassador Toolkit 2018

#NTxGivingDay



#NTxGivingDay

How to Get Involved

#NTxGivingDay is not a party without you!
Help us celebrate 10 years of record-breaking generosity by making
this the best #NTxGivingDay yet!

How can YOU get involved and help make history for this special
day?

Whether you're a new donor looking for a way to create change in your community or a super supporter who would like to help fundraise on your favorite organization's behalf, there's a place for everyone to get involved during #NTxGivingDay! Individuals can give back by donating or volunteering and businesses can spread the word about their favorite participating nonprofit. All can celebrate September 20!

Explore NorthTexasGivingDay.org to find all your favorite nonprofits! With 2,700+ organizations to choose from, you can help make our community stronger and more vibrant! Search for any nonprofit from small to large, or search the causes you're most passionate about to find which organizations are working in those areas on NorthTexasGivingDay.org.

Once you find your favorite nonprofits there are numerous ways to help them make this the best Giving Day yet:

1. Create a FUNdraising Page
2. Spread the Word
3. Volunteer
4. Attend/Host an Event

Create a FUNdraising Page

Do you want to help make a nonprofit's #NTxGivingDay successful? Did you know that you can raise funds on their behalf?

It's quick and easy steps to create a FUNdraising page:

1. Starting August 16, you can create a FUNdraising page for your favorite nonprofit by going to their nonprofit page and selecting "Create FUNdraising Page."
 2. Sign up/login for a donor account.
 3. Fill out the required information to create a FUNdraising page.
 4. Start planning how you will promote your FUNdraising page that will go live as early as September 10.
- **August 16:** First day to create your FUNdraising page!
 - **September 10:** Begin to promote your page, so your network can begin to give to your favorite organization!*
 - **September 14:** Last day to create a FUNdraising Page.
 - **September 20:** North Texas Giving Day

[Login or create your donor account below!](#)

It's a quick and easy way to view your donation history and manage your payment profiles.

[CREATE PROFILE](#)

Already Have a profile? [LOGIN](#)

Form with fields for Email and Password, and a LOGIN button. There is also a link for "Forgot Password?"

My FUNdraising Pages

* - Required field

[Submit FUNdraising Page for Approval](#) [Save](#) [Cancel](#)

FUNdraiser Details

* Organization ?

2ndSaturday

[Remove](#) [Select](#)

* Title ?

* URL Link ? The URL you enter can take up to 2 hours after being approved by the nonprofit to display publicly

<https://www.northtexasgivingday.org/>

Summary ?

Large text area for summary/description.

Personal Details

FUNdraiser Video (URL) ?

FUNdraiser Page Photo ?

No file is currently uploaded.

[Upload File](#)

Personal Appeal ?

FUNdraiser Goal

* Goal (\$) ?

[Submit FUNdraising Page for Approval](#) [Save](#) [Cancel](#)

* As your network helps you support your favorite nonprofit, you will receive an email letting you know that they just donated.

Spread the Word

Do you know the biggest ambassador for the nonprofits? It's you! #NTxGivingDay makes it easy for you to share why you give and why you are passionate about your favorite nonprofit!

How can you spread the word about your favorite organization?

- Promote your favorite organization through social media #NTxGivingDay
- Send an email to your network, use the [#NTxGivingDay email signature](#)
- Let people know why you give by using the hashtag #WhyIGive, #NTxGivingDay and [the photo filter](#)



facebook.com/NorthTexasGivingDay

@NorthTexasGivingDay to tag



twitter.com/ntxgivingday

@NTxGivingDay to tag



instagram.com/ntxgivingday/

@NTxGivingDay to tag

#NTxGivingDay

Sample Facebook & Twitter Posts

Each of these should be accompanied by an image

Before Giving Day

- Save the date: 9/20/18 is #NTxGivingDay!
- About 7 million people live in North Texas and together we can make a HUGE difference on #NTxGivingDay!
- “One is not born into the world to do everything but to do something.” Henry David Thoreau. Who is inspiring you to give this #NTxGivingDay?
- I give because [\[reason for giving\]](#) in North Texas #WhyIGive #NTxGivingDay.

Scheduled Giving (From September 10 - September 19)

- 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? Do it today! [\[enter link to organization page\]](#)
- Make a difference and schedule your donation today! [\[enter link to organization page\]](#)

North Texas Giving Day (September 20)

- Help build a stronger and more vibrant North Texas by donating today! [\[enter link to organization page\]](#)
- Today is #NTxGivingDay! Donate today to help us change North Texas for the better: [\[enter link to organization page\]](#)
- Join me and donate to your favorite causes TODAY on #NTxGivingDay!
- “How wonderful it is that nobody need wait a single moment before starting to improve the world.” Anne Frank. Don't wait - #NTxGivingDay is today!
- Your gift matters! Let's show the world how North Texas gives back and donate today!
- Help [\[organization name\]](#) get to the top of the #NTxGivingDay leaderboard! Donate here today: [\[enter link to organization page\]](#)

Instagram Tips



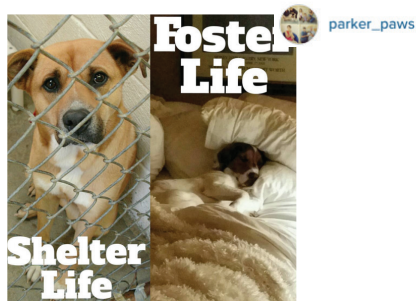
Instagram
Picture Perfect

Follow @NTxGivingDay on Instagram and use the #NTxGivingDay tag on your posts!

Instagram is a great way to visually tell your story to supporters, whether it is a fun quote, graphic or photo.

Sample posts for Instagram:

Your Programs



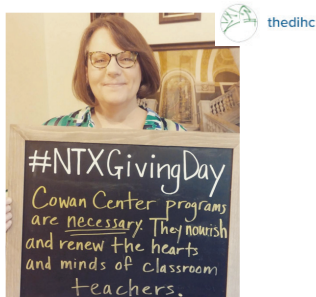
Success Stories



Why #NTxGivingDay?



Supporter Stories



How to Donate



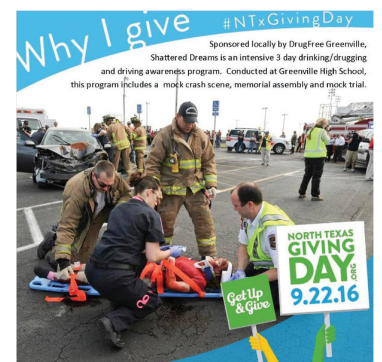
Tags (Hashtags)



On Instagram, the visual image is the most important part. Use the caption to give more information, but understand that most people won't read more than one or two sentences of a caption. Use #NTxGivingDay so your images will show up in the Giving Day posts.

Don't forget about the #WhyIGive filter! A great way to share your story

The Why I Give filter is a great way to express your story about why you want donors to give, or better yet, to encourage your donors to share why they donate to you. This filter can easily be used on Facebook, Twitter, Instagram, or any other media. It can be found on the resources tab in the nonprofit portal.



Spread the Word

Support your organization through an email signature:

Your email signature is one of the most powerful things you have! We spend 28% of time in our email, so what better way to show support for your organization than having a reminder on every email you send?

You can download your own email signature by clicking the images below.



Sept. 20: Give online to all of your favorite local nonprofits via NorthTexasGivingDay.org! It's the 10th annual community-wide give-fest powered by CFT! #NTxGivingDay



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Volunteer

Do you want to be more involved with the nonprofit community, but don't know where to get started? #NTxGivingDay allows you to sign up to volunteer with your favorite nonprofit through events or pledging time to the nonprofit of your choice.

Volunteer Events:



During scheduled giving, September 10 through September 19, North Texas Giving Day will be hosting volunteer events. Donors will have the opportunity volunteer at some of their favorite nonprofits throughout the North Texas region. [Click here for a list of events.](#)

Find Opportunities at Your Favorite Organizations:



Nonprofits now have the ability to add volunteer opportunities on their North Texas Giving Day pages. Once you are on your favorite nonprofit's page, click on the volunteer tab to see the organization's volunteer needs.

Express Interest in Being a Volunteer for Your Favorite Organization:



During the checkout process you can pledge volunteer hours, allowing you to give not just your treasure, but your talent and time too!

Attend an Event

Did you know that there will be events all over the North Texas region for #NTxGivingDay? Grab a friend and come celebrate with the nonprofit community! This is a great way to meet the local nonprofits in your community and find out how you can get involved.

Dallas

Hosted by: Communities Foundation of Texas

Date: Sunday, September 16

Time: 1pm-4pm

Location: NorthPark Center (8687 N Central Expressway, Dallas, TX 75225)

Fort Worth

Hosted by: North Texas Community Foundation

Date: Wednesday, September 19

Time: 5:30pm-8:30pm

Location: Shipping & Receiving Bar (201 South Calhoun Street, Fort Worth, TX 76104)

Denton

Hosted by: Greater Denton Art Council

Date: Thursday, September 20

Time: 5:00pm-8:00pm

Location: Denton Courthouse Lawn (110 W. Hickory Street, Denton, TX 76201)

Collin County

Hosted by: McKinney Helping Hands

Date: Thursday, September 20

Time: 4:00pm-7:00pm

Location: Finch Park (301 W. Standifer Street, McKinney, TX 75069)

Plano

Hosted by: The Heritage Farmstead Museum

Date: Thursday, September 20

Time: 6:00pm-8:00pm

Location: The Heritage Farmstead Museum (1900 W. 15th Street, Plano, Tx 75075)

Arlington GIVES! Concert

Hosted by: Arlington Tomorrow Foundation and Communities Foundation of Texas

Date: Thursday, September 20

Time: 6:30pm-9:30pm

Location: Levitt Pavilion (100 W Abram Street, Arlington, TX 76010)

More to come...
Check out
NorthTexasGivingDay.org
for the most up to date
event information.

Want to host your own
event? It's easy.
Check out our toolkit
[here.](#)

