The background is white with scattered confetti in blue, yellow, and green. There are four balloons: a yellow one with a white ribbon, 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



Board Member Toolkit 2019

#NTxGivingDay

As a board member for a local nonprofit, you know how essential donations are to the health of your organization. You also know what a key role you, as a volunteer leader, play in raising those funds.

We're so glad that your nonprofit has decided to participate in Communities Foundation of Texas' 11th annual North Texas Giving Day – **the largest** online day of community giving in the nation – congratulations! With your help, North Texas Giving Day will make a big difference for your organization.

So...you're fired up! Ready to go! But...where to start? It's easy. Follow this step-by-step guide. Whether you have one hour or 100 hours, you can make a difference. Let's get started.



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Board Member Plan for North Texas Giving Day



Name _____ Date _____

North Texas Giving Day is September 19! In support of our organization, and as a dedicated board member, I will take the following steps to make our North Texas Giving Day campaign successful.

Between now and North Texas Giving Day, I will:

- ☐ Follow our organization's Facebook, Twitter and Instagram accounts.
- ☐ Follow North Texas Giving Day's Facebook, Twitter and Instagram accounts.
- ☐ Make a matching gift to spur others to give.
- ☐ Offer my help to our executive director and development director.
- ☐ Get my friends to follow our social media pages.
- ☐ Set up a FUNdraising page (See pages 9-11).
- ☐ Like, comment and share our posts about North Texas Giving Day. Use the hashtag #NTxGivingDay.
- ☐ Like, comment and share North Texas Giving Day's posts.
- ☐ Sign up to volunteer for Freedom Day (September 11) or Family Service Day (September 14).
- ☐ Email, phone or write to my friends encouraging them to give on September 19.
- ☐ Make my elected officials aware of North Texas Giving Day.

During Scheduled Giving (September 9 to 18), I will:

- ☐ Send my FUNdraising page out by email and post it to my social media accounts.
- ☐ Gear up to be a social media champion.
- ☐ Schedule a gift.
- ☐ Call or email our North Texas Giving Day donors and encourage them to give.

On North Texas Giving Day (September 19), I will:

- ☐ Make a gift.
- ☐ Share on social media that I've made a gift.
- ☐ Like, comment and share our social media posts.
- ☐ Call or email donors as gifts come in.
- ☐ Attend a North Texas Giving Day regional event.

After North Texas Giving Day

- ☐ Sign thank you notes, send emails or make calls to our donors.

Other ideas I have for making our North Texas Giving Day successful include:

Before North Texas Giving Day

Now:

- **Be social!** Follow your organization's Facebook, Twitter and Instagram accounts. Also, follow North Texas Giving Day's [Facebook](#), [Twitter](#) and [Instagram](#) accounts.
- **Consider making a matching gift to your organization.** Talk with your executive director or development director. Offer to help them solicit a matching fund donor or work with your fellow board members to issue a board challenge. Matching gifts are a powerful incentive for people to give. Even \$100 has made a difference in an organization's success. In fact, last year giving to nonprofits with matching gifts increased 26% versus 14% for all nonprofits.
- **Offer your help** to your executive director or development director; they may need help putting together an event, securing partnerships with local businesses or contacting previous years' donors.
- **Begin to get your friends excited** about North Texas Giving Day. Ask them to follow your organization's social media.

August – Early September:

- **Set up a FUNdraising page.** New last year, FUNdraising pages let you tell your story, set a goal and engage your networks in North Texas Giving Day.
- **Find out what kind of a difference North Texas Giving Day will make** for your organization. How will you use the funds? What services can you deliver? What are your goals for the day (dollars, donors)?
- **Be social.** Like, comment and share your organization's posts about North Texas Giving Day. Use the hashtag #NTxGivingDay.
- **Like, comment and share North Texas Giving Day's posts.** Use the hashtag #NTxGivingDay.
- **Decide which event(s) you're going to attend.** There will be a full schedule at northtexasgivingday.org. Encourage friends and colleagues to join you and wear your organization's shirt or hat.
- **Sign up to volunteer** for Freedom Day (September 11) or Family Service Day (September 14). You can give your time and talent as well as your funds.
- **Email, phone or write to your friends** encouraging them to save the date for September 19 (see page 4 for a template).
- **Enroll elected officials.** Make your mayor, city council member and county commissioners aware of North Texas Giving Day.

Scheduled Giving Period (September 9 to 18):

- **Send your FUNdraising page out** by email and post it to your social media. Do this more than once!
- **Invite donors** to your FUNdraising page (see pages 9-11).
- **Be a social media champion** for your organization. Plan what you'll post and tweet on North Texas Giving Day (see page 7) or the [Social Media Toolkit at northtexasgivingday.org](#).
- **Check the schedule** on the website (northtexasgivingday.org) and attend one or more of the regional and/or volunteer events leading up to North Texas Giving Day.
- **Schedule your gift.**
- **Call or email your organization's North Texas Giving Day donors** and encourage them to give (see page 6).
- **Dress the part.** Make sure you have blue and green – or your organization's colors – to wear on North Texas Giving Day.
- **Check the website** for the latest prize listing.
- **Volunteer** on Freedom Day (September 11) or Family Service Day (September 14).

The BIG Day – September 19

- **Get up early** and check the leaderboard.
- **Make your gift.**
- **Share on social media** that you've made your gift.
- **Wear your blue and green** – or your organization's colors.
- **Check the leaderboard again.**
- **Tell everyone** you see about North Texas Giving Day and what it will do for your organization.
- **Like, comment and share** your organization's social media posts.
- **Call or email donors** to your organization as gifts come in (see pages 5-6).
- **Attend** a North Texas Giving Day event.
- **Check the leaderboard again.**
- **Sleep well** knowing you've made a difference.



After North Texas Giving Day

Thank, thank and thank your donors. You can't say it enough or in enough different ways. Tell them what their gifts are going to do for your nonprofit.



Templates: Save the Date

Need some help with language? Take a look at these 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 organizations to raise \$48 million. [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 join the movement:

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!

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: 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 the [number of] people who donated; these contributions helped us raise [\$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 these donations will help us.

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.

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



Phone Scripts

Before the Day:

Hi _____,

My name is _____, and I currently serve on the board of [ORG NAME], and I just wanted to thank you so much for your past support. Because of supporters like you we have been able to [IMPACT OF A DONATION TO YOUR ORGANIZATION].

I wanted to let you know that [ORG NAME] is participating in North Texas Giving Day on September 19! We'll be joining thousands of other nonprofits to make North Texas a stronger and more vibrant region for all. Simply go to NorthTexasGivingDay.org and search for [ORG NAME].

On North Texas Giving Day, we celebrate the impact that the nonprofit community has on our region, something that would not be possible without contributors like you. If you are not available on September 19, you can schedule your gift starting September 9 on NorthTexasGivingDay.org. I hope that you'll support us through North Texas Giving Day because a community that gives together grows together!

Thank you and have a great day!

On the Day:

Hi _____,

My name is _____, and I currently serve on the board of [ORG NAME] and I just wanted to thank you so much for supporting our mission to [YOUR MISSION].

Today is North Texas Giving Day, the one day that you can donate to all your favorite nonprofits in one place. A community that gives together grows together, so I hope you'll join me and get up and give to [ORG NAME] to help make North Texas a stronger and more vibrant community for all by donating on the NorthTexasGivingDay.org website. Simply go to NorthTexasGivingDay.org and search for [ORG NAME] and donate to us on the website.

Thank you and have a great day!



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 [enter your personal reason]. #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 and come back again later! Watch us move up on the leaderboard!

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]

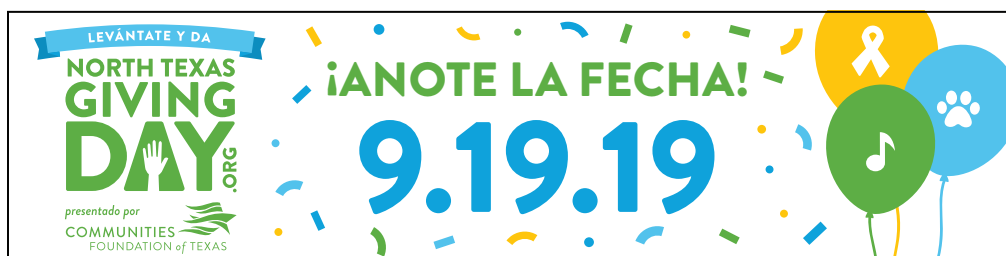
[For more social media tips, download our social media toolkit.](#)

Email Signature

Support your organization through an email signature:

Your email signature is one of the most powerful things you have! We spend 28% of our 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 through the resources tab in the nonprofit section of the website or by clicking the images below. Don't forget to link the email graphic to your nonprofit's profile page!



How to Create a FUNdraising Page

Feeling inspired and want to help make your organization's North Texas Giving Day even more successful? Creating a FUNdraising page is quick and easy.

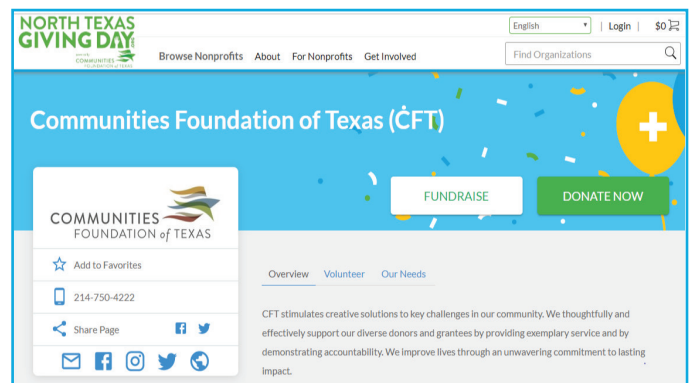
Follow these simple steps:

Step 1: Starting August 1, you can create a FUNdraising page for your organization by going to the nonprofit's page on the northtexasgivingday.org website and click "FUNDRAISE".

Step 2: If you already have a donor account, sign in. If you do not have a donor account, you can create a new one by simply clicking the green "Create Profile" button.

Step 3: Fill out the required information to create a FUNdraising page, and submit your campaign for approval.

Step 4: Start planning how you will promote your FUNdraising page that will start accepting donations on September 9.



FUNdraising Page Tips and Tricks

Not sure how to make your FUNdraising Page a success? Here are some simple tips and tricks to help you promote your page and activate your network.

- 1. Share a compelling personal story: This is your “WHY”.** Beyond being a board member, share why you chose to create a FUNdraising page for your organization.
- 2. Be the first donor to your page:** Show your commitment to this cause and FUNdraising by being the first to donate to your page.
- 3. Reach out directly:** Start by sharing your FUNdraising page with family members or friends. This will help build momentum and give your campaign exposure. This will also help you reach out to broader circles. (TIP: Personalize your outreach by using nicknames or terms of endearment, or including something relevant to that person (example: Uncle Bobby, Grandma, etc.)

Did you know...

In 2018, 1,795 personal FUNdraising pages raised \$763,000 for 351 organizations!



FUNdraising Page Tips and Tricks (cont.)



4. Share socially: Be sure to share your page with your social networks (Facebook, Instagram, Twitter, and LinkedIn). You never know who shares your passion that might follow you on social media. **Don't forget to include the URL link to your direct FUNdraising page.** (TIP: Need help spreading the word? Turn to page 7 for sample social media post ideas.)

5. Provide updates throughout the campaign: Share milestones with your supporters (i.e. "We're halfway to our goal! Help me close the gap!") and encourage them to invite family and friends to join them in support.

6. ALWAYS thank your supporters: Anytime someone contributes to your campaign it is so important to thank them, regardless of how much they gave. This makes your supporters feel seen and appreciated, and more likely to lend a hand in supporting your effort. (TIP: You can see who has donated to your campaign and their email address by logging into your donor profile, selecting the tab labeled "My FUNdraising Pages", clicking the FUNdraising page name and clicking "See Donors to your FUNdraiser".)

"Behind every successful woman is a tribe of other successful women who have her back!"

#WhyIGive on North Texas Giving Day is so that other women have the opportunity to thrive in a career they want to pursue.

Our Friends Place changes lives by requiring our residents to be employed at a steady job, be enrolled in educational or vocational courses to improve employability, and attend our award-winning life skills program. We teach empowerment, not entitlement, so young women can become self-reliant and build a better future for themselves.

Please join me by supporting Our Friends Place through North Texas Giving Day!



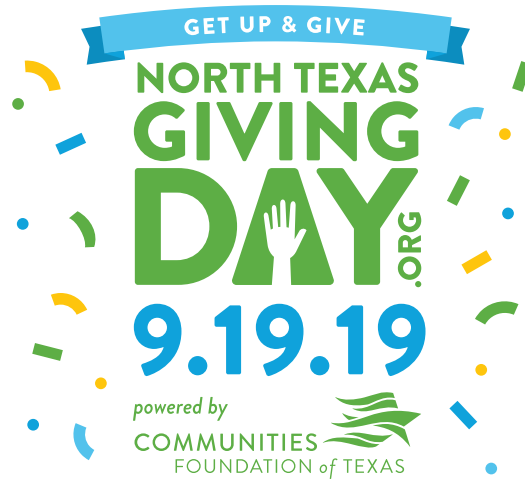
NORTHTEXASGIVINGDAY.ORG

Be a friend of Our Friends Place!

Be a Friend...Change a Life! I am starting this page to support Our Friends Place and all the good work they do for homeless young women in North Texas. With their t...

When posting on social media don't forget to include the hashtags

#WhyIGive & #NTxGivingDay



#NTxGivingDay
northtexasgivingday.org