NORTH TEXAS GIVING DAY .ORG

9.17.20

powered by

COMMUNITIES FOUNDATION *of* TEXAS

Nonprofit Toolkit 2020

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*Check out the Nonprofit Marketing Toolkit for a comprehensive slate of resources, templates and ideas to plan and execute your North Texas Giving Day marketing campaign.

General Information

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 2019, 102,000 generous, cause-minded friends in North Texas (and beyond!) raised $50 million, benefiting nearly 3,000 local nonprofits. In addition, 16,000 donors pledged 622,000 service hours. Add that to the dollars raised since its founding in 2009—it adds up to $290 million in 11 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 17, from 6am (CT) – midnight. All the fun happens online at NorthTexasGivingDay.org. Gifts can be made early starting September 1. To participate, nonprofits must register by August 17.

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 $2 billion in grants since its founding in 1953.

What's New in 2020?

Early Giving

Scheduled Giving is now Early Giving! From September 1-16, donors can make real-time gifts to your organization in support of your North Texas Giving Day campaign. This means that gifts made during this period will be processed at the time the donation is made instead of on North Texas Giving Day as in previous years. Donors will be able to contribute as a guest without creating a donor account if they wish, and you'll be able to thank your donors immediately for their gifts. Early gifts will be reflected on your profile page.

Online Trainings

This year, all trainings will be held online. Please see page 5 for air dates. Each training will be recorded and hosted on the Resources page of the North Texas Giving Day website so you can access them at any time after they air.

Resources for Donors

Coming this summer, on NorthTexasGivingDay.org, donors and volunteers will be able to download and utilize several resources to make the most of their North Texas Giving Day experience, such as a giving values toolkit and social media templates and graphics. We encourage you to share these resources with your own donors!

Eligibility

Who can participate in North Texas Giving Day?

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

1. Have a physical location/mailing address in one of these North Texas counties:
   - Collin
   - Cooke
   - Dallas
   - Denton
   - Ellis
   - Erath
   - Fannin
   - Grayson
   - Hood
   - Hunt
   - Johnson
   - Kaufman
   - Montague
   - Navarro
   - Palo Pinto
   - Parker
   - Rockwall
   - Somervell
   - Tarrant
   - Wise
2. Acknowledge that 100% of proceeds raised through North Texas Giving Day will go directly towards the organization's programs and services in the counties listed above.
3. Have a completed North Texas Giving Day profile by August 17, 2020.
4. Be classified as a 501(c)(3) or 501(c)(19)organizaton by the IRS, or be a Giving Circle*, and be in good standing with the state and IRS, and not be in violation of any applicable state, local or federal law, ordinance or regulation.
5. If classified as a 501(c)(3) organization your nonprofit must fall in one of the following sub-categories to be eligible: 509(a)(1), 509(a)(2), or 509(a)(3) type I, II, and III functionally integrated. This information can be found on your Letter of Determination given to you by the IRS. 509(a)(3) organizations will need to provide additional documentation in order to be considered for participation in North Texas Giving Day.

* Giving Circles housed at Communities Foundation of Texas or one of our partner foundations (The Dallas Foundation, North Texas Community Foundation or the Texas Women's Foundation) are eligible to participate.

For complete eligibility information, please click here.

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 of a nonprofit or its mission by Communities Foundation of Texas or any other North Texas Giving Day partner.

North Texas Giving Day Nonprofit Registration

The first step in your organization's participation North Texas Giving Day is to get registered! Whether your organization is new this year or returning, registration is a simple process done completely online at NorthTexasGivingDay.org.

Annual Organization Budget	Registration Fee
Less than $250,000	$50
$250,000 - $999,999	$100
$1-$3 million	$150
Greater than $3 million	$200

To register, you'll need to:

- Be an eligible nonprofit in and serving North Texas.
- Complete the guided steps on NorthTexasGivingDay.org.
- Pay your registration fee (see table at right)

Register early (by July 10) and qualify for our Early Bird Perks Club! As an early registrant, you qualify for a number of special opportunities:

- Priority consideration for media opportunities
- Be entered into a random drawing for one of five $500 registration prizes
- Receive additional yard signs for your promotional efforts AND win a chance to have your yard signs delivered to your front door
- Be entered for a chance to win an incredible On-Air Media Prize — a choice of a 3-month podcast OR a series of social media video communications that can be used year-round to spread the word about your mission and work!

Key Dates

Stay in the loop with all things North Texas Giving Day!
Below are several key dates for trainings and deadlines.

June 18	Registration Opens
June 18	Nonprofit Kickoff Video Airs*
June 23	Take 15 Matching Funds Airs*
July 7	Social Media Workshop Webinar
July 10	Early Bird Perks Deadline
July 14	Take 15 Graphic Design Basics and Editing Airs*
July 21	Take 15 Board Engagement Airs*
July 28	Take 15 Volunteer Strategy Airs*
August 3	FUNdraising Page Creation Opens
August 4	Take 15 FUNdraising Pages Airs*
August 11	How to Register Training Airs*
August 17	FINAL DAY TO REGISTER FOR NORTH TEXAS GIVING DAY
August 18	Take 15 Donor Stewardship Airs*
August 28	LAST DAY TO EDIT PROFILES (you will still be able to edit your overall fundraising goal, add a matching fund, and create FUNdraising pages all the way through September 17)
September 1	EARLY GIVING OPENS
September 1	Take 15 Donor Report Airs*
September 17	NORTH TEXAS GIVING DAY!
October 31	Checks emailed out

**These virtual trainings will air on the North Texas Giving Day Facebook Page, please check your weekly nonprofit emails from North Texas Giving Day to get specific times and links.*

Dates for trainings may change so be sure to visit the Key Dates page on NorthTexasGivingDay.org for the most up-to-date schedule. All training recordings will be available to view on the Resources page on the North Texas Giving Day site.

Why 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!

Nonprofits say that North Texas Giving Day helps them:

Raise money efficiently

In 2019, participating **nonprofits raised an average of $13,900**. Over one-third 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.

Gain tools for year-round fundraising

Each year, **CFT provides more than 7 hours of training tools** that nonprofits can apply to their year-round efforts.

Get exposure among new audiences

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.

Recruit volunteers

North Texas Giving Day nonprofits have the special opportunity to leverage the day to recruit volunteers. 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. Last year, donors pledged over 622,000 volunter hours!

Engage matching fund donors

North Texas Giving Day 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 the previous year versus 8% growth for nonprofits without matches.*

Attract and retain new donors

In 2019, **63% of responding nonprofits reported that North Texas Giving Day helped them attract new donors and 65% stated that North Texas Giving Day helped retain these donors**. Through North Texas Giving Day's robust nonprofit search tool and peer-to-peer FUNdraising functionality, its easy to reach new people from diverse audiences.

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; to share nonprofit stories with the public and to raise their profiles in the community. In 2019, **North Texas Giving Day secured 1,551 articles and stories and 55 million media impressions valued at $4.9 million in ad equivalency**.

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.

Be a part of something bigger

When you participate, 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.

*Data collected and analyzed from 2018

Making North Texas Giving Day Work For 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 2020.

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 August: Nonprofits that register by early August

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 mid-July: Nonprofits that register after Early Bird Perks deadline (July 10)

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 July: Nonprofits that register by Early Bird Perks deadline (July 10)

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.

Your 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 virtual 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 private Peer-to-Peer 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
Participate in 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
Watch 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
Watch all NTGD training events			x	x
Engage elected officials				x
Host NTGD-themed event				x
Share Giving Curriculum with families				x

Strategy Checklist

No matter which month you dive into your North Texas Giving Day planning, start with this strategy checklist to determine your goals, storytelling, staff capacity, and execution plan.

Step 1: What are 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. Sample goals: acquire 20 new donors, raise $5,000 in donations, or reengage 20 lapsed donors.

☐ **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?

☐ **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 1-17.

☐ **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

☐ **Decide who in your internal organization** could best help you achieve your North Texas Giving Day goals.

☐ **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.

☐ **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 17.

Step 4: Execution Plan

☐ **Create your day-of execution plan** and assign staff roles, duties, events and tasks.

☐ **Update your audience and donors on your goal progress** throughout North Texas Giving Day on social media.

☐ **Thank, thank, thank your donors!** Be prompt and send out thank-yous as soon as possible after North Texas Giving Day.

☐ **Cultivate your donors.** Keep new and reengaged donors in the loop with how their funds are being put to work.

☐ **Thank you your staff and volunteers.** Send a meaningful thank you to all who helped execute your North Texas Giving Day campaign.

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, cont.

Current Metrics:

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

Goals:

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

Goal	Priority

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	

Planning Timeline

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

JUNE: Register Your Organization, Train and Prepare

New Nonprofits

- Read the **eligibility requirements** to ensure you're eligible to participate in North Texas Giving Day.
- Attend the virtual kickoff event, and then 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

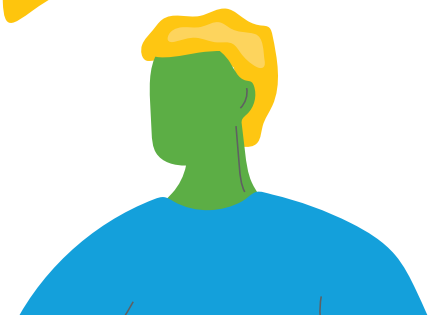
- List September 17, 2020, North Texas Giving Day, on your organization's calendars. Note that early giving begins September 1.
- Learn about the **"Early Bird Perks Club"** for submitting your profile or updating an existing profile early.
- Inform your board, staff and volunteers of your participation in North Texas Giving Day. Share your results and key data from 2019 to inspire your supporters.
- Complete the Strategy Checklist to develop your organization's goals, campaign storytelling, staff capacity, and execution plan.
- Make plans to **watch our virtual trainings.**

JULY: Secure Matching Funds, Determine Messaging and Activate Social Media

- **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 online Resources page. Watch the kickoff video and share with key staff, review FAQs, and read the press release and key messages.
- 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 17 deadline**.
- If you missed the airing of the virtual nonprofit kickoff, schedule time to watch the video.
- **Work on securing a Matching Fund** from current donors, community partners or your board.

July 10: "Early Bird Perks Club" deadline.

Make this timeline work for you! Adapt it and add in your own tasks to customize for your organization's campaign.



Planning Timeline, cont.

AUGUST: Increase Your Outreach (and Last Chance to Register!)

- **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 3.
- **August 17: 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 postcards or other direct mail pieces. Download here.
- Add your nonprofit's North Texas Giving Day events through your nonprofit portal.
- Develop your donor stewardship plan.
- **August 28 is the last day that nonprofits can edit information**. (You will still be able to edit your overall fundraising goal, add a matching fund, and create FUNdraising pages all the way through September 17)

SEPTEMBER: Big Promo Push + All Hands on Deck!

- **Early giving opens September 1**!
- 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.
- 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 17 at 6am**! It's officially go time! Alert your audience, thank your donors, and watch the leaderboards.

LATE SEPTEMBER: Thank Your Donors, and Thank Them Again!

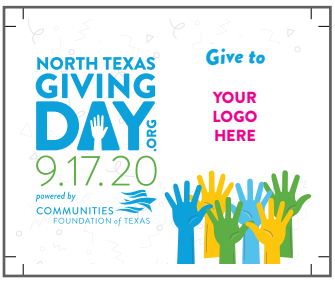
- After North Texas Giving Day: **Thank your supporters**. (Ideas: handwritten notes, email with photos of the day, inspiring story from the day, upbeat thank-you video).
- **Share your results** on your website, newsletter and social media networks. Consider designing an infographic to represent your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

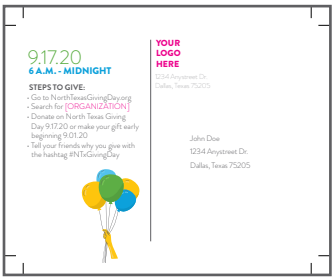
Print Materials and Graphics

We have tools you can use! Download these materials here.
Or: On the NorthTexasGivingDay.org homepage, mouse over "For Nonprofits" section and click "Resources", then scroll to the bottom of the page and click "Logos and Graphics" under Graphics, Tools and Resources. Templates are available in InDesign, Illustrator, and Canva formats and certain graphics are also available in Spanish! A few examples below:

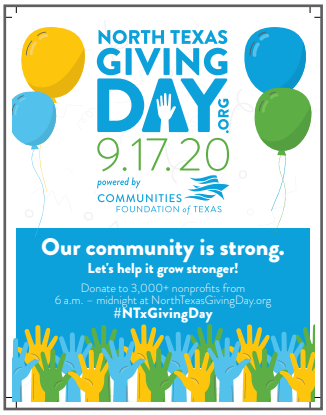
Print Materials

Postcard

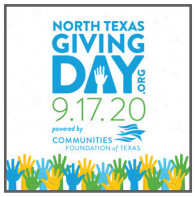


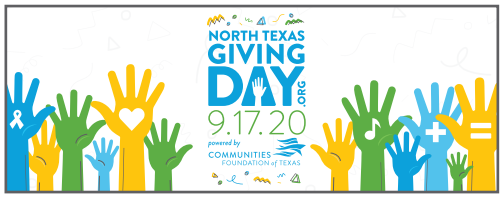


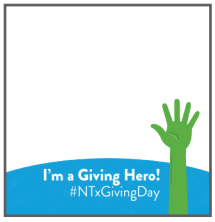
Poster



Social Media Graphics







Profile Photo, Cover Photo, Facebook Slider Graphic, and Profile Photo Frame

Email Signatures

Nonprofit Communication Samples

Below are samples of nonprofit communications to help inspire your own North Texas Giving Day campaign. Please download our Nonprofit Marketing Toolkit for a comprehensive slate of copy templates to adapt for your own communications! Click here to view and download our Nonprofit Marketing Toolkit now.

Email

NORTH TEXAS GIVING DAY .ORG 9.19.19

ROSAesROJO superviviendo

Why I Give #NTxGivingDay

¡La comunidad Hispana COMPARTE y DA con alegría!

Lograr recaudar $12,000 dólares durante el North Texas Giving Day, permitirá otorgar becas completas para que 40 mujeres Hispanas de West Dallas y West McKinney se eduquen en temas de bienestar y prevención de cáncer.

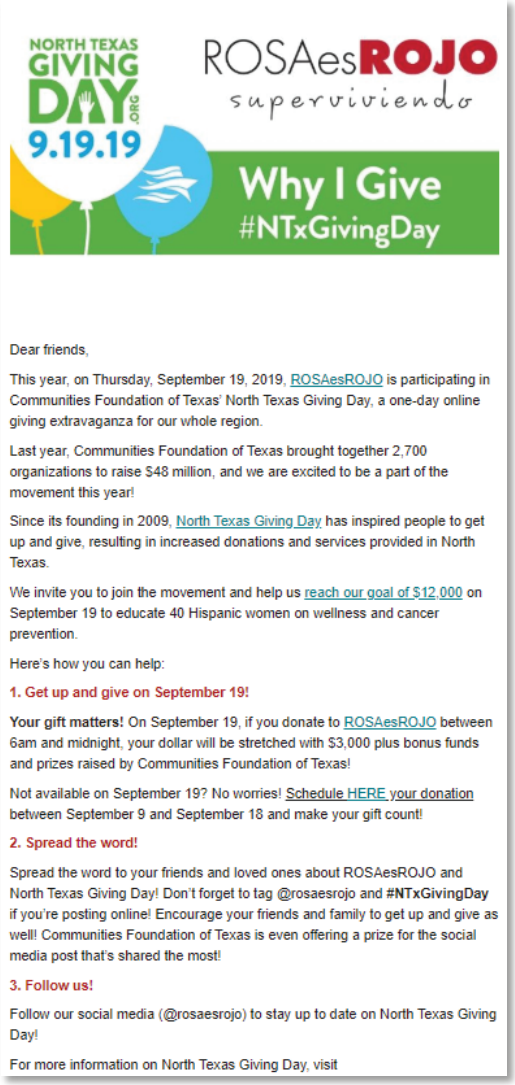
¡Con tu donativo, este objetivo puede cumplirse!

Recuerda que:
- $15 dólares = 1 hora de educación en bienestar para 1 mujer Hispana
- $80 dólares = 1 taller presencial (4 horas) para 1 mujer Hispana
- $300 dólares = 1 "Camino Rojo" completo (20 horas) para 1 mujer Hispana
- $6,000 dólares = 1 "Camino Rojo" completo (20 horas) para VEINTE mujeres Hispanas

¡Hoy tenemos ya $4,000 dólares asegurados de "matching funds" que serán efectivos cuando alcancemos con donativos individuales esta cantidad!

Pensemos que si invitamos a 200 personas que donen, al menos, $40 dólares cada una, lograremos y superaremos la meta de los $12,000 dólares. ¡Si se puede!

DONA AHORA. ¡GRACIAS!



NORTH TEXAS GIVING DAY .ORG 9.19.19

ROSAesROJO superviviendo

Why I Give #NTxGivingDay

Dear friends,

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

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 $12,000 on September 19 to educate 40 Hispanic women on wellness and cancer prevention.

Here's how you can help:

1. Get up and give on September 19!

Your gift matters! On September 19, if you donate to ROSAesROJO between 6am and midnight, your dollar will be stretched with $3,000 plus bonus funds and prizes raised by Communities Foundation of Texas!

Not available on September 19? No worries! Schedule HERE your donation between September 9 and September 18 and make your gift count!

2. Spread the word!

Spread the word to your friends and loved ones about ROSAesROJO and North Texas Giving Day! Don't forget to tag @rosaesrojo 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!

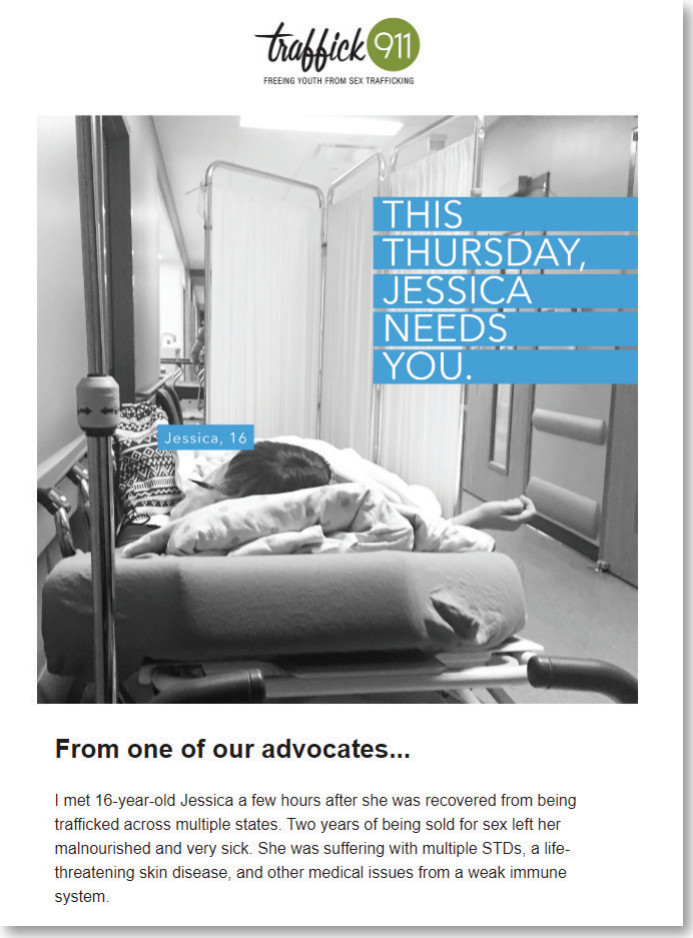
Follow our social media (@rosaesrojo) to stay up to date on North Texas Giving Day!

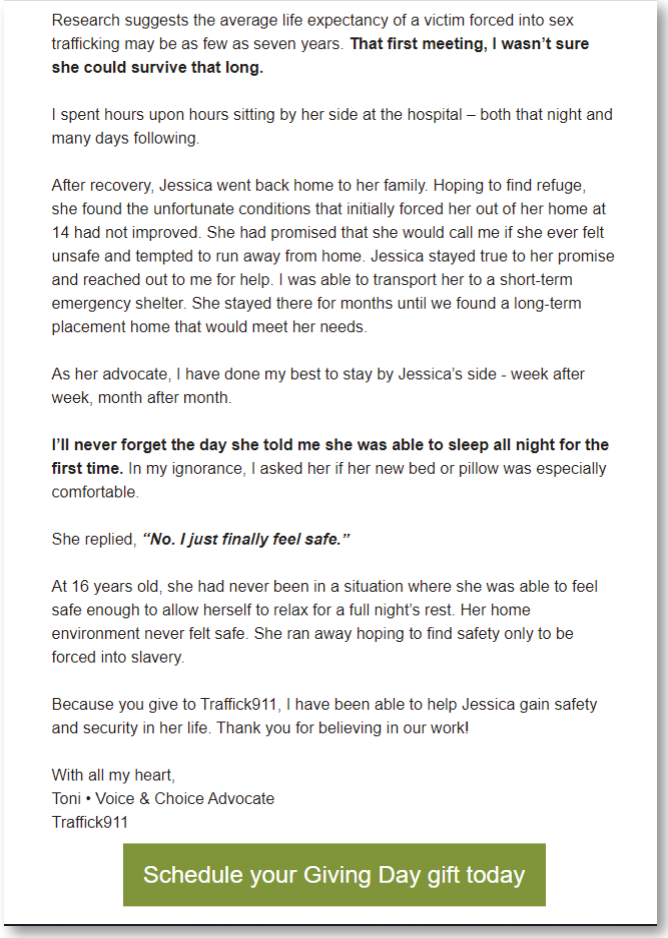
For more information on North Texas Giving Day, visit

Rosa es Rojo crafted emails both in English and Spanish and utilized North Texas Giving Day graphics. They used the North Texas Giving Day Save the Date Template and made it custom for their organization's campaign.

Nonprofit Communication Samples, cont.

Email





Research suggests the average life expectancy of a victim forced into sex trafficking may be as few as seven years. **That first meeting, I wasn't sure she could survive that long.**

I spent hours upon hours sitting by her side at the hospital – both that night and many days following.

After recovery, Jessica went back home to her family. Hoping to find refuge, she found the unfortunate conditions that initially forced her out of her home at 14 had not improved. She had promised that she would call me if she ever felt unsafe and tempted to run away from home. Jessica stayed true to her promise and reached out to me for help. I was able to transport her to a short-term emergency shelter. She stayed there for months until we found a long-term placement home that would meet her needs.

As her advocate, I have done my best to stay by Jessica's side - week after week, month after month.

I'll never forget the day she told me she was able to sleep all night for the first time. In my ignorance, I asked her if her new bed or pillow was especially comfortable.

She replied, ***"No. I just finally feel safe."***

At 16 years old, she had never been in a situation where she was able to feel safe enough to allow herself to relax for a full night's rest. Her home environment never felt safe. She ran away hoping to find safety only to be forced into slavery.

Because you give to Traffick911, I have been able to help Jessica gain safety and security in her life. Thank you for believing in our work!

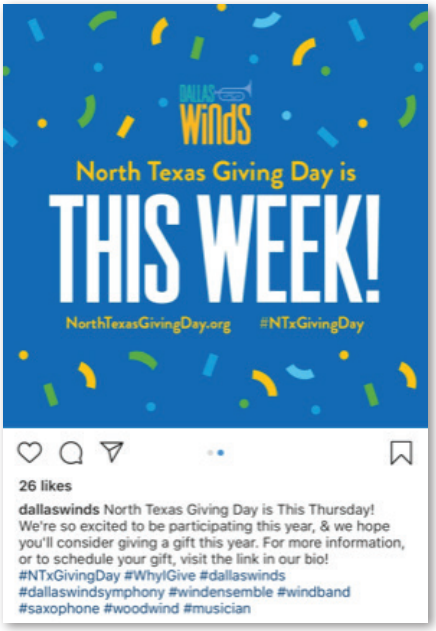
With all my heart,
Toni • Voice & Choice Advocate
Traffick911

Schedule your Giving Day gift today

This email from Traffick911 is a great example of storytelling to motivate and inspire donors to give. It includes an example of a beneficiary of Traffick911 and how supporting this nonprofit will benefit future clients through a compelling and emotional story. Further, the email graphic includes a direct call to action to the recipient of the email, stating that "This Thursday, Jessica Needs You."

Nonprofit Communication Samples, cont.

Social Media



Dallas Winds utilized North Texas Giving Day branding in their social media post as well as hashtags and instructions on how to access their profile page through Instagram.

Just Say Yes updated their followers of their goal progress on North Texas Giving Day through an appealing and compelling graphic.

Don't forget to thank donors, and then thank them again! Here are examples of great thank you posts from Bishop Arts Theatre and The Family Place.

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 17, 2020!

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

Our community is strong, is standing and will thrive.

In the midst of uncertainty, we can rely on the strength of one another. Doing our part individually helps our collective. Let's be there for each other.

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!

Make your gift early.

Simply go to NorthTexasGivingDay.org beginning September 1, and you can give early 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. More details on these opportunities will be emailed and posted on the North Texas Giving Day website under the "For Givers" section.

Become an ambassador.

Be 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.

CFT is a 67-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 $2 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!

Join in the North Texas Giving Day celebration.

To learn about unique ways of celebrating North Texas Giving Day in your area, check out our Events page on NorthTexasGivingDay.org.

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 our communities. North Texas Giving Day is an opportunity to show the world our region's generous spirit and that in these unprecedented times North Texans can and will take care of each other.

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 3,000+ 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 is an opportunity to show the world our region's generous spirit and that in these unprecedented times North Texans can and will take care of each other.

Prizes!

By giving on North Texas Giving Day, you're helping your selected nonprofit(s) qualify for one or more financial and in-kind prizes.

We is 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.

Social Media

Connect With Us

Connect with us 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 2019] 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 2020 planning has begun!
- Save the date: 9/17/20 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

Early Giving

- A little goes a long way when North Texans give all at once. You can make your #NTxGivingDay gift early from now until September 17!
- Did you know that you can make your #NTxGivingDay donation early? Do it today! [enter link to donation page]

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 Marketing Toolkit.

Raising Your 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.

North Texas Giving Day 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 the previous year versus 8% growth for nonprofits without matches.*

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! Click here to download our Marketing Toolkit, which contains a sample Matching Funds ask.

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 a one-to-one dollar match in order to be tracked on the site.

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.

*Data collected and analyzed from 2018

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

Our goal is to raise 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 early giving or on September 17.

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

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

Total raised by nonprofit x Bonus Fund % = Bonus Award

$5,000 x 2.5% = $125

The bonus percentage for 2020 will be determined on September 18, 2020.

Early Giving

Encourage your people to get started early! From September 1 to September 17, donors can make their gifts in advance.

Things to know about early giving:

1. **Donations made between September 1 at 8am and September 16 at midnight will be processed in real time and counted toward your organization's 2020 North Texas Giving Day fundraising total.**
2. **Donors are no longer required to create a donor profile** to make a gift during the early giving period.
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. **Early donations are eligible for bonus funds.** They are also eligible for prizes that are specific to early giving and other prizes through North Texas Giving Day.
5. **Donors who make an error** during the early giving period can call 214-346-5500 to make a correction to their donation.
6. **Email confirmations:** Once a donor makes their gift, they will receive an email confirming the donation has processed and 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 early donations through the nonprofit portal** under "My Organization" and "Donation Information."

Tips to make early giving a success

Early giving is a great time to activate your audience!

- "Gather" with your supporters in creative ways! Zoom parties, drive by parades or fun Facetime calls?! There's a way to connect and share an event at a distance.
- Drop offs, anyone? Consider having volunteers and staff drop off fun flyers or other mission apparel to supporters.

FUNdraising Pages

Who can FUNdraise?

North Texas Giving Day ismore successful with 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 3, 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.

To get started and for more details, tips and tricks on FUNdraising pages, check out the FUNdraising pages Toolkit here!

Offline Gifts

North Texas Giving Day accepts checks!

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

Donors should give their checks directly to your nonprofit between September 1 and 17. You then enter them on the North Texas Giving Day platform by 11:59pm on September 17. To enter your checks, login to your nonprofit portal. Once logged in, click "Donation Information" on the left-hand side of the screen. Click "Offline Gifts", and then click the green "Add new offline donation" button. You should not enter your matching funds as offline gifts.

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 North Texas Giving Day check!

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, 2020. You can print the check off on normal printer paper, endorse 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, 2020.

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, 2021 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:

Nonprofit Marketing Toolkit

FUNdraising Pages Toolkit for Nonprofits

Board Member Toolkit

Elected Official 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.**

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9.17.20

powered by

COMMUNITIES

FOUNDATION *of* TEXAS