



# 2021 Nonprofit Toolkit

COMMUNITIES FOUNDATION of TEXAS

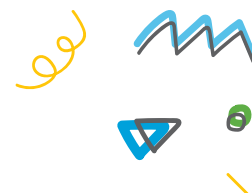
— NTX —

GIVING DAY

9.23.21

presented by **amazon**

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## Marketing Tools and Support\*

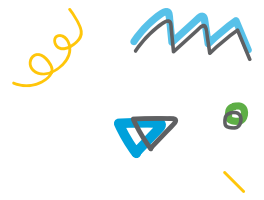
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\*[Check out the Nonprofit Marketing Toolkit](#) for a comprehensive slate of resources, templates and ideas to plan and execute your NTX Giving Day marketing campaign.

# General Information



## What is NTX Giving Day?

Communities Foundation of Texas' NTX 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! NTX 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 2020, 106,000 generous, cause-minded friends in North Texas (and beyond!) raised \$58.8 million, benefiting over 3,200 local nonprofits. In addition, 22,800 donors pledged 685,000 service hours. Add that to the dollars raised since its founding in 2009—it adds up to nearly \$375 million in 12 years, a true testament to the power of giving, growing and making change happen... TOGETHER.

## When and where is NTX Giving Day?

The 13<sup>th</sup> annual NTX Giving Day is Thursday, September 23, from 6am (CT) – midnight. All the fun happens online at [NorthTexasGivingDay.org](https://NorthTexasGivingDay.org). Gifts can be made early starting September 1. To participate, nonprofits must register by 11:59 p.m. on August 16.

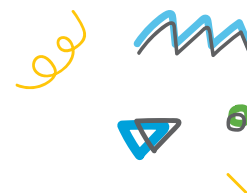
## How did NTX Giving Day get started?

In 2009, [Communities Foundation of Texas \(CFT\)](#) created NTX Giving Day as a tool to help donors find local nonprofits and give wisely to them. Now, 12 years later, CFT's NTX Giving Day is a model for giving days around the globe. Powering NTX 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 NTX 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.

# Key Dates

Stay in the loop with all things NTX Giving Day! Dates for upcoming trainings and deadlines can be found on our [Key Dates webpage here](#). Dates may change, so make sure to bookmark and check this page often!

# What's New in 2021?



## Lower Fees!

You've been asking for it! Your boards have been asking for it! Donors have been asking for it! We are excited to announce that this year we will be cutting fees on gifts IN HALF from 4.49% down to 2.49%. This will put the NTX Giving Day platform in line with the rest of the giving market. To make things simpler, donors will not have the option to cover fees, but we will still be raising bonus and prize funds to further your fundraising success.

## ACH Distribution

We are making it even easier for you to receive your NTX Giving Day funds! New this year, your NTX Giving Day funds will be distributed via ACH electronic transfer. So, no more checking your spam folder 64 times a day, looking for that old e-check. Information required for ACH distribution will be included in the registration process.

## Upgraded FUNdraising Pages

We've upgraded our FUNdraising pages! We all know how powerful peer-to-peer fundraisers can be in helping us achieve our fundraising goals and growing our donor base. That's why we've made peer-to-peer fundraising easier than ever. Individuals can create their fundraising pages in a snap. And with features like social sharing, their friends and family could be donating in a matter of minutes. Nonprofits can now create and share fundraiser page templates with groups of supporters, like board members.

## Equity Statement

As part of our commitment to diversity and equity, we will continue offering search filters that allow donors to specify organizations led by people of color, and those serving communities of color. As we encourage transparency and progress toward racial equity, participating nonprofits will have the opportunity to share their organizations' racial equity statements on their profile pages. And if your organization does not yet have an equity statement and you are interested in developing one, there are tools on the resources page for your use.

## Data, Data, Data

We've added the analytics you've been waiting for in the nonprofit portal. With improved reporting metrics, graphs and Key Performance Indicators (KPIs) that help you track your fundraising progress in real-time.

## Donation Button

You can now add a donation button to your own websites, blogs and emails. Simply grab the embedded code, like you do when embedding videos, and put it anywhere and everywhere you'd like! When a donor clicks the button, it will take them to your organization's donation page!

## Learning Center

We've enhanced our resources center by adding curated content from industry experts, providing nonprofits with important best-practices for fundraising. These tools can be useful not just for the NTX Giving Day campaign, itself, but also in your other fundraising throughout the year.

# Eligibility



## Who can participate in NTX Giving Day?

To participate in NTX 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. Acknowledge that 100% of proceeds raised through NTX Giving Day will go directly towards the organization's programs and services in the counties listed above.
3. Have a completed NTX Giving Day profile by August 16, 2021.
4. Be classified as a 501(c)(3) or 501(c)(19) organization 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 NTX Giving Day.

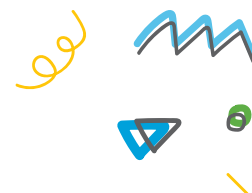
\*Giving Circles housed at Communities Foundation of Texas or one of our partner foundations are eligible to participate.

[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 NTX Giving Day does not constitute an expressed or implied endorsement of a nonprofit or its mission by Communities Foundation of Texas or any other NTX Giving Day partner.

# NTX Giving Day Nonprofit Registration



The first step in your organization's participation in NTX 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](https://NorthTexasGivingDay.org).

## To register, you'll need to:

- Be an eligible nonprofit in and serving North Texas.
- [Complete the guided steps on NorthTexasGivingDay.org](https://NorthTexasGivingDay.org).
- Pay your registration fee (see below)

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

**Register early (by Wednesday, June 16) 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
- Be entered for a chance to win one of the incredible On-Air Media Prizes: either your very own three-month podcast (or vodcast), or a series of social media video communications for year-round use!

# Why Participate?



NTX 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 share that NTX Giving Day helps them:



### Raise money efficiently

In 2020, participating nonprofits raised an average of \$15,322. Over one third of

responding nonprofits reported they **spent less than 20 hours on their NTX Giving Day campaign**. There is a cost to all fundraising efforts, but when you compare the cost per dollar raised for NTX Giving Day to other efforts, it is a highly efficient way to support the bottom line.



### Obtain tools for year-round fundraising

Each year, a **dozen trainings totaling**

**more than ten hours of content is created and provided to participating nonprofits** to help them fully leverage North Texas Giving Day. In addition to these recorded sessions, there is a comprehensive online library complete with templates, messaging and graphics to further nonprofits' success.



### Gain exposure among new audiences

NTX Giving Day

provides the most comprehensive list of local nonprofits and is often accessed year-round by media partners, fund holders, donors, companies and other entities to find charitable organizations in North Texas. When you're on the NTX Giving Day list, people can find you and can sort by county, city, size, cause areas, and more.



### Recruit volunteers

NTX Giving Day nonprofits have the

special opportunity to leverage the day to recruit volunteers. NTX 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 685,000 volunteer hours!



### Engage matching fund donors

Nonprofits who secure 1:1 matching funds are more successful on NTX Giving Day than those who do not secure matching fund donors and experience an average increase of 33.6% from what they raised the previous year versus 9.4% growth for nonprofits without matches.



### Attract and retain new donors

In 2020, **70% of responding nonprofits**

**reported that NTX Giving Day helped them attract new donors and 83% stated that NTX Giving Day helped retain these donors**. Through NTX 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 NTX Giving Day; to share nonprofit stories with the public and to raise their profiles in the community. In 2020, **NTX Giving Day secured 826 mentions in articles and stories, \$821,000 in ad equivalency, and \$2.5 million in PR value**.



### Test new fundraising ideas

Nonprofits have utilized NTX 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. 58% of responding donors stated that NTX Giving Day inspired them to give more (more dollars to more organizations).



### Be a part of something bigger

When you participate, you lift up local

nonprofits and bring visibility to the entire sector. Nonprofits often share that NTX Giving Day provides a unique 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.

# Making NTX Giving Day Work For YOU



Never done NTX Giving Day before? Are you a one-person shop with limited time? Returning NTX Giving Day veteran with willing interns? Ready to go all out for NTX 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 NTX Giving Day 2021.

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 (June 16)

**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 (June 16)

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

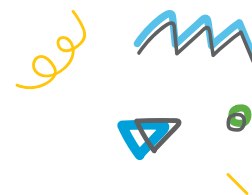
As a nonprofit, maximize the opportunity  
and make sure NTX Giving Day works  
for your unique goals and needs.



# Your Guide to Making NTX Giving Day Work for YOU

CAMPAIGN OPTIONS	Rockstar Rookie	Second-Level Superstars	Advanced Achievers	Major League Movers
Register for NTX 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 NTX Giving Day by Early Bird Perks deadline (June 16)		x	x	x
Participate in social media training and/or Storytelling 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
Participate in the Board Engagement and/or Donor Retention			x	x
Create custom graphic assets for social media			x	x
Embed donate button on organization website and NTGD email content			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
Participate in all NTGD Trainings			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 NTX 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.** Embed the donate button on your organization's website to direct donors to your NTX Giving Day donation page from September 1-23.
- ☐ **Equip social ambassadors** with social content and images for your campaign.
- ☐ **Create templated emails** for your key influencers and board members to share.
- ☐ **Celebrate participants for recruiting donors.** Thank participants for sharing your mission and helping spread the word!

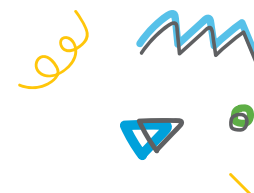
## Step 3: Build Your Team

- ☐ **Decide who in your internal organization** and/or volunteers would best help you achieve your NTX 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 NTX 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 23.

## Step 4: Execution Plan

- ☐ **Create your day-of execution plan** and assign staff and/or volunteers roles, duties, events and tasks.
- ☐ **Update your audience and donors on your goal progress** throughout NTX Giving Day on social media.
- ☐ **Thank, thank, thank your donors!** Be prompt and send out thank-yous in real-time on NTX Giving Day or as soon as possible after NTX Giving Day.
- ☐ **Cultivate your donors.** Keep new and reengaged donors in the loop with how their funds are being put to work.
- ☐ **Thank your staff and volunteers.** Send a meaningful thank you to all who helped execute your NTX 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	Instagram 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	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

# Planning Timeline



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

## MAY: Register Your Organization, Train and Prepare

### New Nonprofits

- Read the **eligibility requirements** to ensure you're eligible to participate in NTX Giving Day.

### Returning Nonprofits

- Update your profile to complete registration (address, mission statement, agency needs, budget size, etc.). If you are a returning nonprofit, you will need to reset your password due to upgrades to our system. To do so, visit the nonprofit login page and complete the prompts associated with "Forgot Password". If you do not have access to your organization's profile, or the main point of contact is no longer with the organization, please reach out to our team at [Support@NorthTexasGivingDay.org](mailto:Support@NorthTexasGivingDay.org) and we will be happy to assist you.

### All Nonprofits

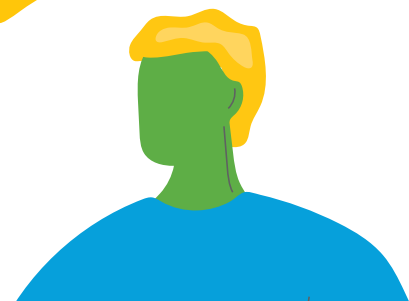
- Attend the virtual kickoff event, and visit [NTX Giving Day](#) and select the button "To begin nonprofit registration 2021, click here".
- List September 23, 2021 on your organization's calendars. Note that early giving begins September 1.
- Learn about the **"Early Bird Perks Club"** for submitting your profile or updating an existing profile early.
- Inform your board, staff and volunteers of your participation in NTX Giving Day. Share your results and key data from 2020 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](#).
- 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.

## JUNE-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 NTX 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 16 deadline**.
- **Work on securing a Matching Fund** from current donors, community partners or your board.

**June 16: "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.
- **August 16: 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 NTX Giving Day co-branded postcards or other direct mail pieces. [Download here.](#)
- Add your nonprofit's NTX Giving Day events through your [nonprofit portal](#).
- Develop your donor stewardship plan.
- **August 27 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 23)
- Send a save the date to your superfans encouraging them to set up a FUNdraising page on September 1

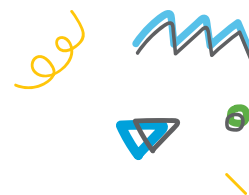
## SEPTEMBER: Big Promo Push + All Hands on Deck!

- **Early Giving opens September 1!**
- Encourage your super fans to create FUNdraising pages on behalf of your organization, beginning September 1.
- Communities Foundation of Texas continues extensive press outreach for NTX 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 NTX Giving Day. Share your goals. Let supporters know when you reach key milestones.
- **NTX Giving Day is Thursday, September 23 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 NTX 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.](#)

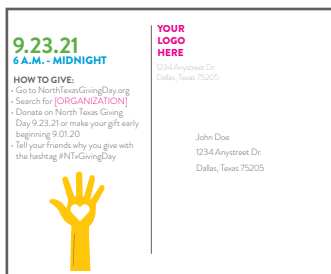
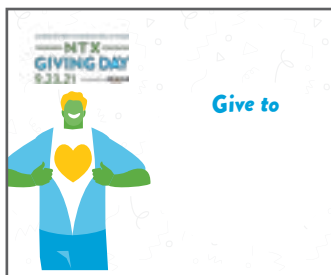
Or: On the [NorthTexasGivingDay.org](#) homepage, mouse over “For Nonprofits” section and click “Resources”, then scroll to the bottom of the page and click “Logos and Graphics” under Graphics, Tools and Resources.

Templates are available in InDesign, Illustrator, and Canva formats and certain graphics are also available in Spanish!

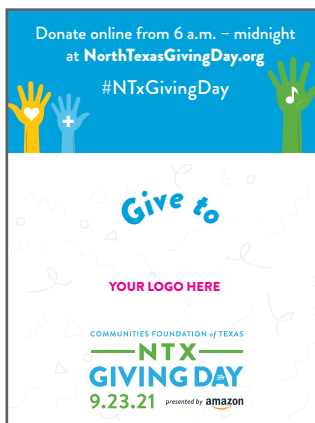
A few examples below:

## 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 NTX 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



The Concilio crafted an effective email that spoke to the immediate needs of those they serve. They described exactly what specific gift amounts could accomplish, showing the reading exactly what their support could accomplish on NTX Giving Day.





EARLY GIVING STARTS TODAY!

NORTH TEXAS  
GIVING  
DAY  
9.17.20

powered by  
COMMUNITIES  
FOUNDATION of TEXAS



Can you believe it's already September? We're as surprised as you are. With the slightly cooler days and pumpkin-flavored everything comes the most generous day of the year: North Texas Giving Day on September 17!

Why is North Texas Giving Day so important?

While we're always grateful for donations made to our theatre, donations made through North Texas Giving Day are tax-deductible and qualify us (and the rest of your favorite non-profits) for bonus funds from [The Communities Foundation of Texas](#)!

You can schedule your donation at [www.northtexasgivingday.com/theaterthree](http://www.northtexasgivingday.com/theaterthree) today through September 17 or by clicking the button below!

[Click here to schedule your donation!](#)



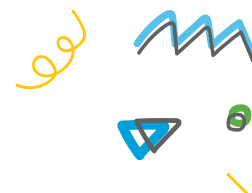
Theater Three sent an email to announce the opening of Early Giving. This short, effective email provides details on how to give and includes NTX Giving Day branding and a clear call to action button.

The Dallas Zoo sent their supporters an update email showing their fundraising progress on NTX Giving Day. They included an ask for their stretch goal, and clearly outlined what a donor's gift could accomplish.

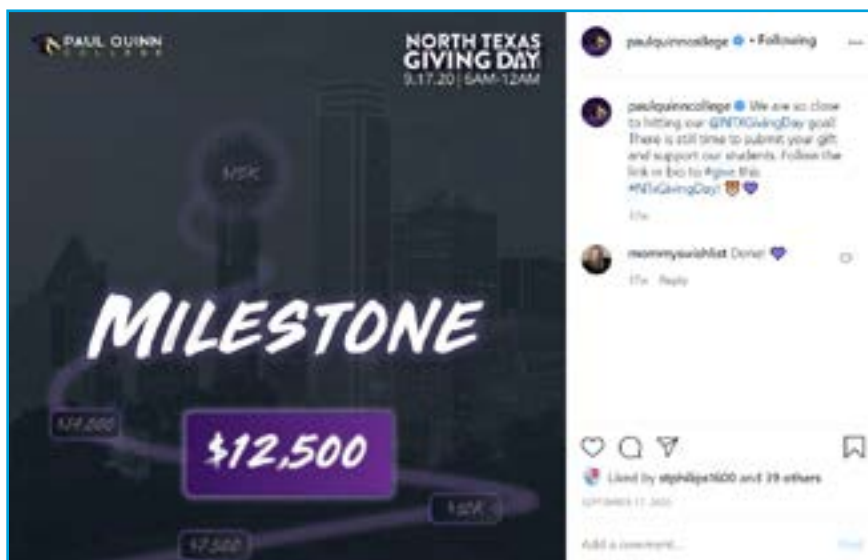


# Nonprofit Communication Samples, cont.

## Social Media



Promotion Post



Milestone Update Post



Thank You Post

# Key Messages



Telling the NTX Giving Day story helps support and strengthen the nonprofit sector and its work in the region. NTX 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 NTX Giving Day:

## **Communities Foundation of Texas' NTX Giving Day is back on September 23, 2021!**

You can support your favorite cause and help create a more vibrant North Texas by giving at [NorthTexasGivingDay.org](https://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!**

NTX 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](https://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 NTX Giving Day's marquee volunteer events. More details on these opportunities will be emailed and posted on the NTX 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!

## **NTX Giving Day is powered by Communities Foundation of Texas.**

CFT is a 68-year-old community foundation that has presented NTX 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 NTX Giving Day leaderboards are fun to watch all day.**

Follow along and watch the progress of your favorite nonprofits!

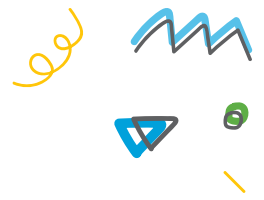
## **Join in the NTX Giving Day celebration.**

To learn about unique ways of celebrating NTX Giving Day in your area, check out our [Events page](#) on [NorthTexasGivingDay.org](https://NorthTexasGivingDay.org).

## **Be The Good**

NTX Giving Day is critical in helping nonprofits regain their financial stability and resilience. We call upon everyone to do what they can to ensure our communities rise, unite, and thrive!

# Reasons to Give



NTX 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' NTX Giving Day is an event that lifts up giving and engages the entire region to support local nonprofits, celebrating the important role they play in strengthening our communities. NTX 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 NTX 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 NTX Giving Day platform makes generosity easy. With 3,200+ nonprofits registered, you can find and support all your favorite causes in one place.

## You can do something today to make tomorrow better.

NTX 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 NTX 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!

## 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. NTX Giving Day is an effective way to stimulate giving in our region, and in turn build a thriving community for all.

## Critical COVID-19 support.

In the midst of the continuing COVID-19 public health crisis and its devastating economic effects, particularly for communities of color, we know that nonprofits need support more than ever before. NTX Giving Day 2021 is critical in helping nonprofits regain their financial stability, resilience, and long-term recovery.

# Social Media

## Connect With Us

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



[facebook.com/NorthTexasGivingDay](https://facebook.com/NorthTexasGivingDay)

@NorthTexasGivingDay to tag



[twitter.com/ntxgivingday](https://twitter.com/ntxgivingday)

@NTxGivingDay to tag



[instagram.com/ntxgivingday](https://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 NTX Giving Day

- Thanks to you, last year we raised [\[enter total raised in 2020\]](#) 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?
- Save the date: 9/23/21 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 \_\_\_\_\_. #BeTheGood #NTxGivingDay
- We each have the power to do something today that helps our community be the best it can be! #BeTheGood on #NTxGivingDay 9/23/21!

### Early Giving

- Our communities thrive when we take charge in caring and giving back. #BeTheGood in North Texas by making your #NTxGivingDay gift early now!
- A little goes a long way when North Texans give all at once. You can make your #NTxGivingDay gift early from now until September 23! #BeTheGood
- 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! #BeTheGood
- 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. Nonprofits who secure 1:1 matching funds are more successful on NTX Giving Day than those who do not secure matching fund donors and experience an average increase of 33.6% from what they raised the previous year versus 9.4% 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 NTX 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?

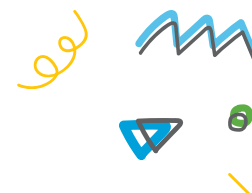
Yes, your match amount will be listed on your profile page. As you raise money on NorthTexasGivingDay.org, your match goal will count down until the match is satisfied.

**In 2020, 572 nonprofits raised their own matching funds, totaling \$7.9 million!**





# Prizes and Bonus Funds



## Prizes

*Because winning is fun and on NTX Giving Day, it happens a lot!*

Each year, Communities Foundation of Texas partners with foundations, companies and individuals to award prizes throughout NTX 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.

## 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 23.

## How it's calculated:

### Bonus Calculation

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

### Example

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

$$\begin{aligned} \text{Total raised by nonprofit} \times \text{Bonus Fund \%} &= \text{Bonus Award} \\ \$5,000 \times 2.5\% &= \$125 \end{aligned}$$

*The bonus percentage for 2021 will be determined on September 24, 2021.*

# Early Giving



Encourage your people to get started early! From September 1 to September 22, donors can make their gifts in advance.

## Things to know about early giving:

1. **Donations made between September 1 at 8am and September 22 at midnight will be processed in real time and counted toward your organization's 2021 NTX Giving Day fundraising total.**
2. **Donors are not 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 NTX 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 NTX Giving Day.
5. **Donors who make an error** during the early giving period can email [support@NorthTexasGivingDay.org](mailto:support@NorthTexasGivingDay.org) or 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.

## Tips to make early giving a success

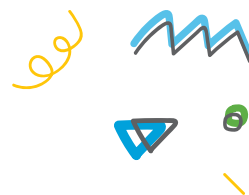
*Early giving is a great time to activate your audience!*

- Work with a community partner to host an event and encourage attendees to make an early NTX Giving Day gift on site.
- Drop offs, anyone? Consider having volunteers and staff drop off fun flyers or other mission apparel to supporters.





# Leveraging your NTX Giving Day Campaign & Accessing Your Funds



## Who can FUNdraise?

NTX Giving Day is more successful with your super fans! Encourage your super fans to create a FUNdraising Page to help make this the best NTX Giving Day yet!

Beginning September 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 NTX Giving Day campaigns and helping you reach your fundraising goal.

## Offline Gifts

NTX 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 23. You then enter them on the NTX Giving Day platform by 11:59pm on September 23. To enter your checks, [login to your nonprofit portal](#). Once logged in, click “Donation Information” at the top of the navigation bar. 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 Funds

Second to NTX Giving Day itself, the best day of the season is the day you receive your NTX Giving Day funds!

As a participating nonprofit, your organization’s NTX Giving Day funds (donations, prizes, and/or Donor-Advised Funds) will all be distributed via the ACH information provided during the registration process. Funds will be distributed by October 31, 2021.

If you have any issues, please reach out to [Support@NorthTexasGivingDay.org](mailto:Support@NorthTexasGivingDay.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 and continue checking the NTX Giving Day website for additional resources:

## Nonprofit Marketing Toolkit

Additional resources to be listed soon!

***You're on your way!*** The NTX 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](https://NorthTexasGivingDay.org).

To contact our team, email [Support@NorthTexasGivingDay.org](mailto:Support@NorthTexasGivingDay.org) or call 214-346-5500.

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

