

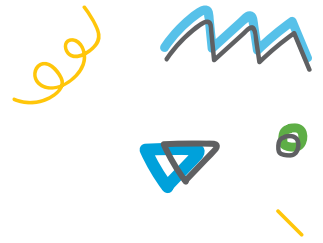


# 2021 Marketing Toolkit

— 9.23.21 —  
COMMUNITIES  
FOUNDATION of TEXAS

— NTX —  
GIVING  
DAY presented by  
amazon

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# 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](http://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](http://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 FUNdrising 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](http://NorthTexasGivingDay.org).

## **Be The Good**

The 2021 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 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 3,000+ 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!

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

# Sample Communications Calendar



Below is a sample communications calendar that you can use and adapt for your organization's NTX Giving Day marketing campaign. Keep in mind that these are just ideas, you'll want to tailor your communications to fit the needs of your organization. Check out Page 12 for sample social media copy and page 14-16 for sample email and direct mail templates.

SOCIAL MEDIA	EMAIL	DIRECT MAIL
<b>MAY</b>		
<ul style="list-style-type: none"> <li>Let your donors know you are participating in NTX Giving Day 2021</li> </ul>	<ul style="list-style-type: none"> <li>Share a save the date graphic or message in e-newsletter</li> </ul>	<ul style="list-style-type: none"> <li>Share a save the date graphic or message in your newsletter or print publication</li> </ul>
<b>JUNE &amp; JULY</b>		
<ul style="list-style-type: none"> <li>Share storytelling posts on social media from your clients, volunteers, donors, staff, etc.</li> </ul>	<ul style="list-style-type: none"> <li>Highlight client and donor stories in your e-newsletters and email communications</li> </ul>	<ul style="list-style-type: none"> <li>Reminder in newsletter or print publication about your organization's participation and that NTX Giving Day is happening on Thursday, September 23</li> </ul>
<b>AUGUST</b>		
<ul style="list-style-type: none"> <li>Continue sharing storytelling posts on social media from your clients, volunteers, donors, staff, etc.</li> <li>Share inspirational quotes about giving to get your audience excited to support you on NTX Giving Day</li> </ul>	<ul style="list-style-type: none"> <li>Send invitations for NTX Giving Day virtual events and safe social distancing events, if your organization is having one</li> </ul>	<ul style="list-style-type: none"> <li>Download, personalize, and print the NTX Giving Day print materials.</li> <li>Mail your donor list the NTX Giving Day postcard</li> <li>Share organizational goals for NTX Giving Day in newsletter and print publication</li> </ul>
<b>SEPTEMBER</b>		
<ul style="list-style-type: none"> <li>Post "Give Now!" messaging during Early Giving (9/1-9/22) and on NTX Giving Day</li> <li>Go Live on Facebook at your NTX Giving Day event, if you are having one</li> <li>Share milestone and goal progress updates on NTX Giving Day</li> <li>After NTX Giving Day, share thank-you posts, with photos, graphics, or video</li> </ul>	<ul style="list-style-type: none"> <li>Send an email to encourage your donors to create a FUNdraising page on your behalf</li> <li>Send your entire email list a "Today is NTX Giving Day!" email. Share goals, prize and matching fund information</li> </ul>	<ul style="list-style-type: none"> <li>After NTX Giving Day, send a heartfelt thank you to your supporters. Bonus points if you personalize or handwrite parts of the note. Share exactly how their support will be put to work</li> </ul>

# Materials & Graphics

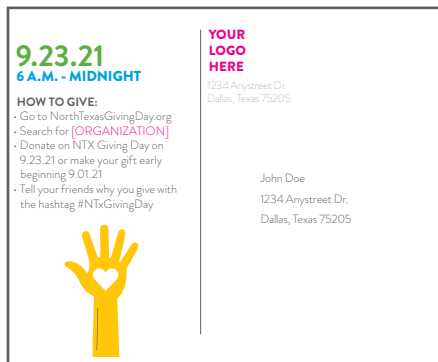


We have tools you can use! [Download these materials by clicking here.](#)

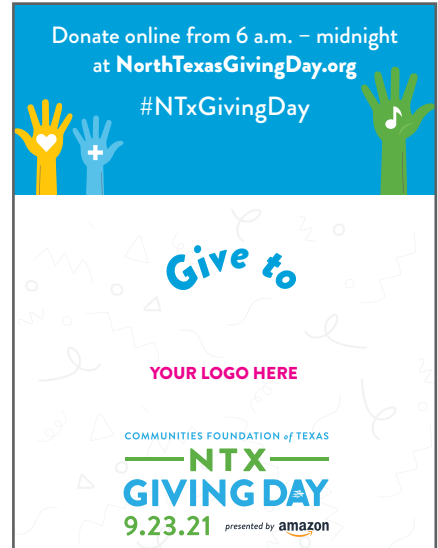
Templates are available in InDesign, Illustrator, and Canva formats and certain graphics are also available in Spanish! A few examples below:

## Print Materials

### Postcard



### Poster



## Social Media Graphics

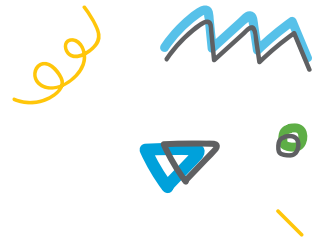


Profile and Cover Photo



Slider Image, Profile Photo Frame

# Materials & Graphics, cont.



## Email Signatures



## NTX Giving Day Brand Color Standards:

Blue



**C 78 M 18 Y 1 K 0**  
**R 0 G 163 B 219**  
**HEX #00A2DA**  
**PMS 2925**

Green



**C 68 M 8 Y 100 K 0**  
**R 94 G 174 B 70**  
**HEX #5DAD46**  
**PMS 361**

Yellow



**C 0 M 23 Y 100 K 0**  
**R 255 G 198 B 11**  
**HEX #FFC50A**  
**PMS 7548**

Light Blue



**C 58 M 4 Y 2 K 0**  
**R 87 G 193 B 233**  
**HEX #57C1E9**  
**PMS 2985**

# Outreach & Advertising

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

- Print advertisements
- Digital and web advertising
- Media sponsorships and retail partnerships
- Event promotion throughout the metroplex
- Lighting up the Dallas Skyline in NTX Giving Day colors
- TV PSAs leading up to the event

Each year, CFT partners with many local media partners to spread the word about NTX Giving Day. Stay tuned by checking out our [Sponsors page](#) on [NorthTexasGivingDay.org](http://NorthTexasGivingDay.org) for a full listing.

# Social Media: Connect With Us



[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



Search Communities Foundation of Texas

## Plan

**Take time before NTX Giving Day to plan out your social media approach:**

- What stories will your organization tell?
- Who will be responsible for social media updates and conversations?
- Who will monitor your NTX Giving Day progress to track donations and keep donors informed and engaged throughout the day?

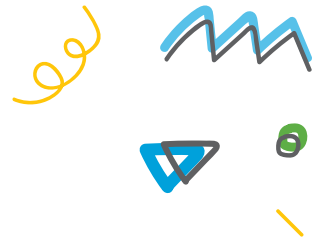
## Engage

**NTX Giving Day is an opportunity for your organization to increase visibility both on- and offline. Harness the momentum and excitement around NTX Giving Day and use it to amplify your online presence.**

- **Have conversations about #NTxGivingDay on social media** in the months leading up to and following September 23.
- **Make your content relevant, interesting, shareable and uplifting.** Tell real stories about real issues surrounding your cause and show how your organization is working to make change.
- **Be authentic and engaging.** Participate in the conversation. Respond to what people are saying about you.
- **Ask your followers to tell you why they support you using the hashtag #WhyIGive.**
- **Create a customized hashtag specific to your organization** in addition to using the #NTxGivingDay hashtag.
- **Talk about your success stories** – what were you able to do with the funds raised from last year's NTX Giving Day?
- **Engage others to tell your story** – get your staff, board and volunteers to be brand ambassadors, sharing your content.
- **Invite a member of your community** to take over your social media account for an hour.
- **Ask followers to vote** on your NTX Giving Day campaign ideas.
- **Keep an eye out** for the Amazon trucks and delivery associates in their NTX Giving Day garb!
- **Check out Nextdoor!** This neighborhood-focused network allows you to engage people in your local area. With Nextdoor, you can interact with neighbors, discuss community news and more! Spread the word about NTX Giving Day and share how your neighbors can get involved.



# Social Media: Channel Best Practices



## Facebook

### The Internet's Watercooler

- Get started by liking the [NTX Giving Day](#) and [Communities Foundation of Texas](#) pages, as well as joining our [nonprofit peer-to-peer Facebook group](#). This will allow you to get updates, important information and tips for NTX Giving Day. It's also a great place to get shareable content that you can post on your page.
- Promote your Facebook page. Include a link to your Facebook page on your website's homepage, newsletters, emails...basically everywhere and anywhere.
- Using your personal account, tag the page and ask your Facebook friends to check it out. Ask employees and board members to do the same.
- Create a Facebook event for NTX Giving Day that links to your NTX Giving Day profile page and reminds people to give to your organization. Invite your followers to be part of NTX Giving Day so that they can be reminded as the day gets closer. Also, tell people to invite others. It doesn't matter if you're hosting on site – the whole day is worth celebration!

## Twitter

### Short and Sweet

There's a lot happening on Twitter and it all happens quickly. On Twitter, you can connect your organization with those who are outside your usual sphere using #hashtags and retweets (RTs).

Follow [@NTxGivingDay](#) and [@GiveWisely](#) on Twitter to stay connected with updates, important information and tips. Retweet us for quick and easy content for your feed.

### Twitter Tips

- **Use the hashtag #NTxGivingDay** to be in the NTX Giving Day conversation.
- **Follow and interact** with people/organizations who are important to your nonprofit: people who have raised funds for you, those who hold important positions in your community, experts in your area or people who are talking about your interests already.
- Start talking, and **have something to offer**, such as a link, picture, fact or video.
- **Use images!** Tweets with images attached get more retweets. Links tweeted with an accompanying image get more clicks.
- Consider hosting a #twitterchat and discuss a topic relevant to your cause



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

# Social Media: Channel Best Practices



## Instagram

### Picture Perfect

Instagram is a great tool to visually tell your story to supporters, whether it is a fun quote, graphic or photo. On Instagram, the image has the most impact. Use the caption to give more information, but keep them short – let your picture do the talking! Use #NTxGivingDay so your images will show up in the NTX Giving Day feed.

You can also share in-the-moment events using the Instagram Stories feature. Here's what you need to know about Instagram Stories:

- The Stories feature is a newer way for users to share photos and videos on Instagram.
- Instagram Stories can be seen for just 24 hours before they disappear.
- Photos and videos shared to your Story don't live on your profile's grid or on your followers' feeds – the content exists only in the Stories bar at the top of the app.
- Stories are a series of videos or photos, all capped at 10 seconds, but you can add as many as you want. So you can add a 10-second video, followed by a photo that shows for 10 seconds, followed by four more 10-second videos, and they'll appear one after another.

### How can you use Instagram Stories:

- **Tell a story.** Unlike your Instagram profile, which is likely made up of polished and posed photos, Instagram Stories are much more casual. Use the successive video feature to tell full-length stories and show events or ideas as they unfold.
- **Connect with your followers.** Instagram Stories make it easy for users to send you a message as a response to your Story. Take full advantage of this and encourage users to send you a message. This promotes 1:1 engagement with people in your audience that you may not have reached otherwise. Just make sure you have somebody monitoring and ready to respond!
- **Don't stress.** The casual and spontaneous nature of this feature gives you a ton of room to experiment.

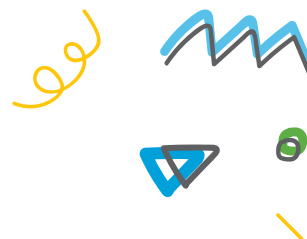
## LinkedIn

### Strictly Business

LinkedIn is a social media network geared toward professionals, business and networking. LinkedIn is a great tool for content sharing and marketing.

- **Polish your organization's profile.** Before starting with any activity on LinkedIn, make sure your profile is complete. Fill out as much information about your nonprofit as you can. This will make your organization appear professional and attractive. If your company page is missing a profile picture or a description, donors are less likely to take you seriously as someone trustworthy enough to receive their donation.
- **Be consistent.** By posting regularly, you're increasing the credibility of your organization, you're keeping your supporters and followers in the loop, you're establishing yourself as a thought leader, you're interacting with others, and you're staying top of mind – just to name a few benefits. Your goal should be to maintain a presence without spamming your followers' newsfeeds.
- **Share your fundraising and awareness campaigns on LinkedIn.** By posting regular campaign updates and linking to relevant content, you also increase your chances of receiving donations online.
- **Encourage your board** and staff to post relevant articles that share industry-specific content relevant to your cause area.

# Social Media: Sample Posts



## Facebook and Twitter

### Before NTX Giving Day

- Thanks to you, last year we raised [enter total raised in 2020] on #NTxGivingDay! This year please help us blow that out of the water!
- We can't wait to be a part of such a BIG day! What's your favorite part of #NTxGivingDay?
- Save the date: 9/23/21 is #NTxGivingDay!
- #NTxGivingDay is a regional movement. Show your Texas pride and share how you will give back in your community!

### Early Giving (September 1 through September 22)

- 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!
- Did you know that you can make your #NTxGivingDay donation early? Do it today! [enter link to donation page]

### NTX Giving Day (September 23)

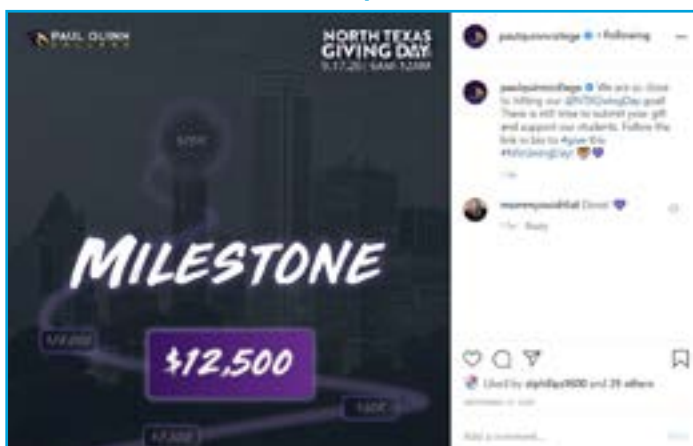
- Help build a stronger and more vibrant North Texas by donating today! [enter link to donation page]
- Today is #NTxGivingDay! Donate today to help us change North Texas for the better: [enter link to donation page]
- "Individually, we are one drop. Together, we are an ocean." – Ryunosuke Satoro. Don't wait – #NTxGivingDay is today!
- 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]
- Millions will be donating to their favorite causes today for #NTxGivingDay – join the giving party! Donate NOW!

## Instagram



Promotion Post

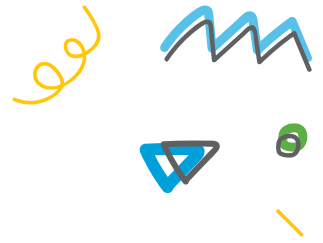
### Milestone Update Post



### Thank You Post



# Email: Best Practices



- **Make sure your emails are mobile-friendly.** It should come as no surprise that the majority of emails are read on a mobile device. If an email is not optimized for mobile devices, it will display poorly to your recipients and will affect click rates, deletion, and unsubscribes. Most email platforms, such as MailChimp, have built-in tools to ensure your emails display correctly on mobile and desktop, but it's always a good idea to test and preview before sending.
- **Use short and compelling subject lines.** The nonprofit industry's average open rate for email is 21.6%. To make your organization stand out and be above average, write concise and enticing subject lines that give your audience a reason to open and read your emails. Aim for using no more than nine words or 60 characters. Research shows that no more than three punctuation marks per subject line should be used, as more than three can make your email appear like spam. Emojis can add some flair to your subject lines, but should be used carefully. Do not use more than one emoji per subject line, and use as supplements rather than to replace words.
- **Personalize your campaigns.** If using platforms such as MailChimp or Constant Contact, use merge tags to add personalization to your emails. You could add a merge tag to address the recipient directly in the subject line, or in the opening of your email. You can also include other relevant fields of data that help to foster a personal connection with your audience.
- **Segment your audience.** By organizing your audience into groups with similar interests, demographics, or preferences, you can more effectively target your donors and prospects by personalizing your email content to improve open and click rates. Some examples of segments could include: current donors, lapsed donors, FUNdraising Page creators, volunteers, prospective donors, event attendees, etc.
- **Use A/B testing to evaluate performance.** A/B testing allows your organization to experiment with different subject lines, send times, from names, or content. By testing variables, you can learn more about what resonates most with your audience to improve open and click rates.

# Direct Mail: Best Practices

- **Make sure you have good data.** At the very least, including personalized content, such as addressing the recipient directly by name, helps to make your direct mail piece more effective. Use a CRM tool to track relationships, personal information, giving history, etc. so that your mailing lists are up to date and relevant.
- **Segment your mailing list.** As with email, tailor your messaging for better engagement by segmenting your mailing list. For example, if you are mailing a letter to lapsed donors and current donors, you will likely want to use different language to encourage lapsed donors to give again than language you would use for your current supporters.
- **Make your direct mail easy to read.** Whether you are sending a letter or a postcard, make sure that your mail piece is well designed and easy to read. If your direct mail is cluttered or uses a difficult to read font, your recipients are more likely to throw it away. Use good images, readable fonts, and plenty of space between text and elements.
- **Honor donor requests.** If a donor asks to only be mailed once a year, only receive a year-end statement, or not to be mailed at all, be sure to update their preferences in your CRM or database in order to honor their request. Mailing donors after they have asked to receive less mail or be removed from the list will increase the likelihood that you'll lose them as a donor entirely.

We've got templates! The sample letter copy on the following pages can be adapted for both email and direct mail.



# Sample Templates



## Save the Date

Dear [\[Donor Name\]](#),

This year, on Thursday, September 23, 2021, [\[ORGANIZATION NAME\]](#) is participating in Communities Foundation of Texas' NTX Giving Day, a one-day online giving extravaganza for our whole region.

Last year, we were part of the success as Communities Foundation of Texas brought together over 3,200 local nonprofits like us to raise \$58.8 million for our region. [If you didn't participate last year, use this language: Last year, Communities Foundation of Texas brought together over 3,200 organizations to raise \$58.8 million, and we are excited to be a part of the movement this year!]

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

We invite you to join the movement and help us reach our goal of [\[\\$XX,XXX\]](#) on September 23. Here's how you can help:

### 1. Get up and give on September 23!

Your gift matters! On September 23, if you donate to [\[our organization\]](#) on NorthTexasGivingDay.org between 6 a.m. and midnight, your dollars will be stretched with [\[insert your own matching funds, if applicable\]](#) plus bonus funds and prizes raised by Communities Foundation of Texas!

Not available on September 23? No worries! Make your gift early between September 1 and September 22! [\[insert a link directly to your NorthTexasGivingDay.org donation page\]](#)

### 2. Spread the word!

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

### 3. Follow us!

Follow our social media [\[social media account\]](#) and facebook.com/NorthTexasGivingDay to stay up to date on NTX Giving Day!

For more information on NTX Giving Day, visit NorthTexasGivingDay.org! For more information on how you can help our organization on NTX Giving Day, September 17, please reach out to [\[person of contact\]](#).

Thanks,  
[\[NAME\]](#)

# Sample Templates



## Matching Fund

Dear [Donor, Board Member, Business Owner],

This year, on Thursday, September 23, 2021, [ORGANIZATION NAME] is participating in Communities Foundation of Texas' 13th Annual NTX Giving Day, an online giving extravaganza for the whole region. Our organization provides [core mission constituency, e.g., homeless youth, children with cancer, collies and dachshunds] and NTX Giving Day helps us amplify our message. With NTX Giving Day, we're able to reach more people and make an even greater impact.

Last year, over 3,200 organizations across the region came together to celebrate NTX Giving Day and raised \$58.8 million. Since 2009, NTX Giving Day has inspired giving from around the world, resulting in increased donations and services provided in North Texas. We invite you to join the movement and help us reach our goal of [\$XX,XXX] on September 23.

Dollar-for-dollar matching funds are a great way to inspire people to give and to help us reach our goal on NTX Giving Day. Would you be interested in supporting our mission this year by providing a matching fund that we could promote and leverage on NTX Giving Day? By matching gifts, you demonstrate your commitment to our cause and region! Also, your help with a matching fund will encourage donors to rise to the challenge on September 23.

For more information, visit [NorthTexasGivingDay.org](http://NorthTexasGivingDay.org). To discuss being a matching fund donor, please contact [CONTACT INFORMATION].

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

## Day-Of Email

Dear [Donor Name],

Today is NTX Giving Day, and [ORGANIZATION NAME] needs your support! We invite you to join the generosity movement and help us reach our goal of [\$XX,XXX]. We're raising funds today to support our mission of [core mission constituency, e.g., homeless youth, children with cancer, collies and dachshunds. Even better, share real life stories and examples of how NTX Giving Day funds will aid in your work!] and your gift help makes this possible!

Giving is easy: between now and midnight, you can make your gift online at [insert your NTX Giving Day profile page]. Plus, your dollars will be stretched with [insert your own matching funds] plus bonus funds and prizes raised by Communities Foundation of Texas!

After you make your gift, encourage your friends, family and colleagues to be a Giving Hero like you! Tag [organization social handle] and use the #NTxGivingDay hashtag to join in the excitement online! Then follow along by checking the NTX Giving Day leaderboards, prizes page, and social media channels for exciting updates and announcements.

Thanks for your support of [organization name] and being a part of the NTX Giving Day movement!

Sincerely,  
[NAME]

# Thank You



Dear [Donor Name],

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

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

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

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

Sincerely,

[NAME]

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

