



# 2021 Board Member Toolkit

— 9.23.21 —  
**COMMUNITIES**  
FOUNDATION *of* TEXAS

— **NTX** —  
**GIVING**  
**DAY** *presented by*  
**amazon**

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

We're so glad that your nonprofit has decided to participate in the 13<sup>th</sup> annual Communities Foundation of Texas NTX Giving Day – **the largest** online day of community giving in the nation – congratulations! With your help, NTX Giving Day will make a big difference for your organization.

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



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# Board Member Plan for NTX Giving Day



Name \_\_\_\_\_ Date \_\_\_\_\_

NTX Giving Day is September 23! In support of our organization, and as a dedicated board member, I will take the following steps to make our NTX Giving Day campaign successful.

## Between now and NTX Giving Day, I will:

- Follow our organization's Facebook, Twitter and Instagram accounts.
- Follow NTX Giving Day's Facebook, Twitter and Instagram accounts.
- Make a matching gift to spur others to give.
- Offer my help to our executive director and development director.
- Get my friends to follow our social media pages.
- Set up a FUNdraising page (See pages 9-11).
- Like, comment and share our posts about NTX Giving Day. Use the hashtag #NTxGivingDay.
- Like, comment and share NTX Giving Day's posts.
- Email, phone or write to my friends encouraging them to give on September 23.
- Make my elected officials aware of NTX Giving Day.

## During Early Giving (September 1 to 22), I will:

- Make an early gift.
- Send my FUNdraising page out by email and post it to my social media accounts.
- Gear up to be a social media champion.
- Call or email our NTX Giving Day donors and encourage them to give.

## On NTX Giving Day (September 23), I will:

- Make a gift!
- Share on social media that I've made a gift.
- Like, comment and share our social media posts.
- Call or email donors as gifts come in.

## After NTX Giving Day

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

## Other ideas I have for making our NTX Giving Day successful include:

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# Before NTX Giving Day



## Now:

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

## August:

- **Find out what kind of a difference NTX Giving Day will make** for your organization. How will you use the funds? What services can you deliver? What are your goals for the day (dollars, donors)?
- **Be social.** Like, comment and share your organization's posts about NTX Giving Day. Use the hashtag #NTxGivingDay.
- **Like, comment and share NTX Giving Day's posts.** Use the hashtag #NTxGivingDay.
- **Email, phone or write to your friends** encouraging them to save the date for September 23.
- **Enroll elected officials.** Make your mayor, city council member and county commissioners aware of NTX Giving Day.

## Early Giving Period (September 1 to 22):

- **Set up a FUNdraising page.** FUNdraising pages let you tell your story, set a goal and engage your networks in NTX Giving Day.
- **Send your FUNdraising page out** by email and post it to your social media. Do this more than once!
- **Invite donors** to your FUNdraising page.
- **Be a social media champion** for your organization. Plan what you'll post and tweet on NTX Giving Day.
- **If giving early, make your gifts at [northtexasgivingday.org](http://northtexasgivingday.org).**
- **Call or email your organization's NTX Giving Day donors** and encourage them to give.
- **Dress the part.** Make sure you have blue and green – or your organization's colors – to wear on NTX Giving Day.
- **Check the website** for the latest prize listing.

# The BIG Day – September 23



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

## After NTX Giving Day

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



# Templates: Save the Date



Need some help with language? Take a look at these templates that can be adjusted for email or direct mail use.

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

This year, on Thursday, September 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 organizations to raise \$58.8 million. [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 join the movement:

## 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 [\[insert your own matching funds\]](#) plus bonus funds and prizes raised by Communities Foundation of Texas!

Not available on September 23? No worries! You can make your gifts 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!

## 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 23, please reach out to [\[person of contact\]](#).

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

# Templates: Thank You



Showing gratitude matters! Be sure to thank your NTX Giving Day donors quickly and often. The example below includes language you can use in emails, letters or videos.

Dear [Donor Name],

Thank you for donating to [organization name] on 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 the [number of] people who donated; these contributions helped us raise [\$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 these donations will help us.

Sincerely,

[NAME]

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

**Personalize your thank yous for your NTX Giving Day constituents** Send a video, a card, an email or make a phone call. It doesn't matter how you choose to thank your donors, but that you remember to thank them!



# Phone Scripts



## Before the Day:

Hi \_\_\_\_\_,

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

I wanted to let you know that [ORG NAME] is participating in NTX Giving Day on September 23! We'll be joining thousands of other nonprofits to make North Texas a stronger and more vibrant region for all. Simply go to [NorthTexasGivingDay.org](http://NorthTexasGivingDay.org) and search for [ORG NAME].

On NTX Giving Day, we celebrate the impact that the nonprofit community has on our region, something that would not be possible without contributors like you. If you are not available on September 23, you can make your gifts early between September 1 and September 22. I hope that you'll support us through NTX Giving Day because a community that gives together grows together!

Thank you and have a great day!

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## On the Day:

Hi \_\_\_\_\_,

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

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

Thank you and have a great day!



# Social Media Center



## Connect With Us

Connect with #NTxGivingDay on our social media networks. Like, share and repost from our feeds. Be sure to tag 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

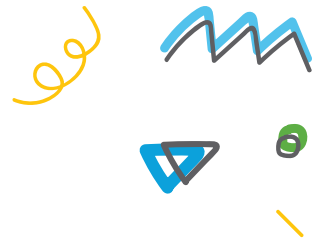
- Our communities thrive when we take charge in caring and giving back. #BeTheGood in North Texas by making your #NTxGivingDay gift early now!
- A little goes a long way when North Texans give all at once. You can make your #NTxGivingDay gift early from now until September 23! #BeTheGood
- Did you know 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.](#)**

# Email Signature



Support your organization through an email signature:

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

You can download your own email signature by clicking the images below. Don't forget to link the email graphic to your nonprofit's profile page!



# Creating Your FUNdraising Page



Feeling inspired and want to help make a nonprofit's NTX Giving Day successful? Creating a FUNdraising page is quick and easy.

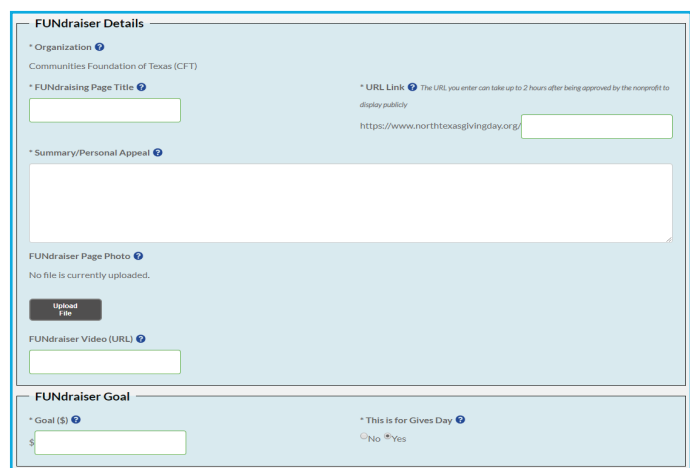
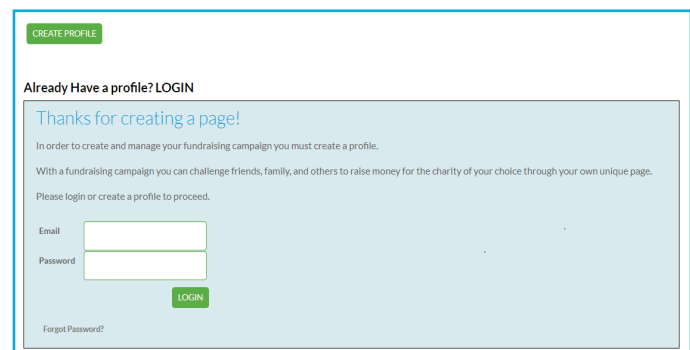
## Follow these simple steps:

**Step 1:** Starting **September 1**, you can create a FUNdraising page for your favorite nonprofit by going to the nonprofit's page on the [NorthTexasGivingDay.org](http://NorthTexasGivingDay.org) website and clicking "FUNDRAISE".

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

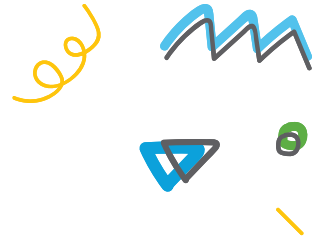
**Step 3:** Fill out the required information to create a FUNdraising page, such as FUNdraiser page title, your personal appeal, FUNdraiser goal, etc.

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



# FUNdraising Pages

## Tips and Tricks



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

### Share a compelling personal story:

**This is your “WHY”.** Share why you chose to FUNdraise for this specific nonprofit. Was it in honor or memory of someone special, because this nonprofit impacted you, a family member or friend, or is it simply because you are passionate about the mission and the important work they do?

### Be the first donor to your page:

Show your commitment to this cause and FUNdraising by being the first to donate to your page.

### Reach out directly:

Start by sharing your FUNdraising page with family members or friends. This will help build momentum and give your campaign exposure. This will also help you build confidence to reach out to broader circles. **TIP: Personalize your outreach by using nicknames or terms of endearment, or including something relevant to that person (example: Uncle Bobby, Grandma, etc.)**

### Share socially:

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

### Provide updates throughout the campaign:

Share milestones with your supporters (i.e. “We’re halfway to our goal! Help me close the gap!”) and encourage them to invite family and friends to join them in support.

### ALWAYS thank your supporters

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

## Promoting Your FUNdraising Page

Now that you have set up your FUNdraising page, it's time to share it with your network! Here's how you can promote your favorite organization:

- Share your FUNdraising Page on social media and tag the organization you are supporting
- Send an email to your network(s), using the NTX Giving Day email signatures on Page 10.
- Let people know why you give by using the hashtags #NTxGivingDay and #WhyIGive

Use the #NTxGivingDay hashtag on your social media posts!

