



AMERICAN
NATIONAL BANK PRESENTS

OMAHA GIVES!

powered by the Omaha Community Foundation

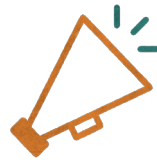
BUSINESS MARKETING TOOLKIT

The support of companies like yours—and the people behind them—is essential to the success of an event like Omaha Gives! While Omaha Gives! is a year-round online giving platform, at its core, the most exciting, rewarding part is the main giving day event, happening this year on May 23, 2018 from midnight to midnight.



Adding fun and excitement to the give!

In addition to regular donations, participation and hourly prizes are awarded to nonprofits throughout the day—not to mention the momentum of watching the totals rise on the Omaha Gives! online leaderboard.



Rallying together behind a common cause

It's a great opportunity for your group to rally behind a common cause, whether that's support of the Omaha-Council Bluffs community in general, or a specific nonprofit of their choosing.



Your love for the community at work!

We've put together some ideas to get the excitement rolling, and help make a memorable, fun experience for your team.

TIPS & IDEAS

#1 - INVOLVE YOUR CEOs & EXECUTIVES

Studies show that executive involvement encourages employee engagement—seeing their supervisor or senior executive enthusiastic about the day will let employees know that the company supports the event, leading to greater probability of employee support.

Even better, encourage your executives to create a giving day competition. See who can get the most employee involvement in their business units or divisions, and track it in a visible location.

#2 - MAKE IT COMPETITIVE

Set up a local competition within your building or office location and coordinate with your colleagues from other companies. See who can raise the most funds in a certain hour or throughout the day, or better yet, if anyone can win a participation prize.

#3 - HOST FAVORITE NONPROFIT PARTNERS ON SITE

Remind your employees what Omaha Gives! is all about. You can use this charitable holiday as a way to build employee awareness about your company's signature nonprofit partners, while also encouraging employees to give to charities that are near and dear to their own hearts.

#4 - ENCOURAGE EMPLOYEES TO VOLUNTEER AT GIVING LOCATIONS

Encourage your employees to use their volunteer time off (if applicable) at local events throughout the metro area. Starting in mid-May, the Omaha Community Foundation will post a list of all Omaha Gives! events at OmahaGives.org.

#5 - HOST A GIVING PARTY IN OUR WORKPLACE OR BUILDING

Post visual reminders and have computers and devices available to help employees give on the spot.

If your company is in a shared building or office park, plan an event in a shared common area to attract your employees and employees from other companies alike.

#6 - COMMUNICATE, COMMUNICATE, COMMUNICATE

Use the sample communications, from emails to social media posts, to share information about Omaha Gives! with your networks.

Encourage your local nonprofit partners to register for the event and attend the information and training sessions.

Ask employees to spread the word to their friends, families and favorite nonprofits.

Inspire your company to get involved by hosting a giving station, a nonprofit event or simply spreading the word via social media.

Try to get out ahead of schedule to allow your employees to plan, and remind them along the way.

ENCOURAGE CHEER!

A Cheer Page is an online platform hosted on the Omaha Gives! website that allows individuals outside of a nonprofit to show support for one. Users create cheer page campaigns with a headline, photos, and their personal story of why they support a particular organization. They choose a personal fundraising goal—usually between \$200 and \$2,000—generate a shareable URL, and start spreading the word on their networks. This is an excellent way to donate time and talent to a favorite nonprofit.



This graphic is available to help you communicate Cheer Pages to your employees. Download it on the Toolkits page!

Encourage employees to engage with cheer pages, whether that's by creating one as an individual or in a group, or reading through cheer pages posted by others. The process is simple and allows for a much more personalized support approach that can advocate for donations and show tangible results.

Start early! Cheer pages must be submitted and approved by the nonprofit they're associated with, and the approval process closes on May 18, 2018. Start by visiting OmahaGives.org and look for the **Create a Cheer Page** button on every nonprofit profile.



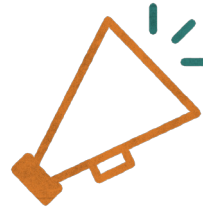
CHOOSE

Pick a favorite nonprofit and set a fundraising goal.



CREATE

Set up your cheer page and track your progress.



CHEER

Get loud and rally folks to give.



CELEBRATE

Have fun and say thanks as you meet your goals!

SOCIAL MEDIA TIPS

All Omaha Gives! donations are made online, which means social media will play an important role on May 23. Additionally, the website makes it easy for donors to share to their social media followers when they give.

MAKE GENEROUS USE OF IMAGES

Consider using a photo or graphic along with your text-based social media posts—these tend to engage your audience substantially better and encourage them to click the link. The Omaha Gives! logo, as well as a number of branded graphics are available for download on the Toolkits page at OmahaGives.org. Anyone and everyone has access to these graphics—including your employees. Encourage them to use them, too!

USE THE #OMAHAGIVES HASHTAG

On social media, include the hashtag #OmahaGives to further spread the word. Encourage your employees to do the same!

HAVE FUN WITH IT!

This is a great opportunity to support your employees in their charitable giving and to show off you and your employee's love for the community.



The best Facebook posts include photo or video with a succinct message, though you have the freedom to write longer-form posts.



On Twitter, keep it short and tweet often. A consistent feed will keep your organization visible.



As a photograph-oriented platform, on Instagram it's best to post just that: eye-catching photo and video.

SAMPLE SOCIAL MEDIA POSTS

3-6 WEEKS OUT

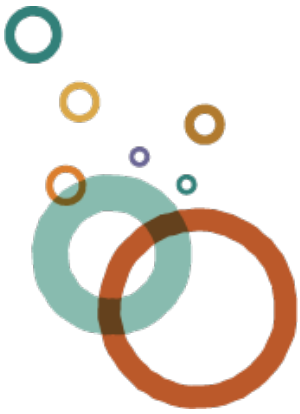
- It's back! Omaha Community Foundation is hosting the 6th annual #OmahaGives at OmahaGives.org on May 23. The countdown is on!
- Have you heard about Omaha's 24-hour giving holiday? Check it out at OmahaGives.org.
- When is a dollar worth more than a dollar? When there's a chance to win prizes! The more dollars, the more chances for nonprofits to win. Support your favorite nonprofits at OmahaGives.org.

1 WEEK OUT

- Omaha's favorite charitable holiday, #OmahaGives, is happening in just ONE WEEK! Give now and on the big day at OmahaGives.org.
- #OmahaGives is just one week away—how will you support your favorite Omaha-area #nonprofits? Schedule a gift now or give on May 23 at OmahaGives.org.
- Golden opportunity to maximize your support to your favorite #nonprofits on May 23. Schedule early donations or give on the big day at OmahaGives.org.
- Don't miss the most exciting fundraising event in Omaha! #OmahaGives is a 24-hour online fundraising event to support local nonprofits. Keep your eyes on the leaderboard and watch the totals rise at OmahaGives.org!

DAY OF THE EVENT

- It's #OmahaGives today! Big opportunities for prizes and donation matching for your favorite area nonprofits—see how you can help make a difference!
- Support [Company Name]'s local community partners and help them win prizes with an online donation at OmahaGives.org—today only!
 - Today is the day to play! 24-hour online giving day happening now. #OmahaGives
 - Make your donation go even further today with prizes when you give to your favorite nonprofits during #OmahaGives.



SAMPLE EMPLOYEE E-BLASTS

ONE MONTH OUT

Subject: Omaha Gives! is coming to [Company Name]

On Wednesday, May 23rd, our community will come together for Omaha Gives! and we need YOU to join us. It's the 6th year of a full 24 hours dedicated to giving—and it's your chance to make a real difference, right here in our own community. Last year, almost 19,000 people gave nearly \$8 million to almost 900 nonprofits.

One very special thing about this day is that nonprofits have the opportunity to win prizes. Your donations give them more chances to create more good for our community!

Join [Company Name] in supporting our local community!

- **Communicate your support.** Reach out to your favorite metro-area nonprofits and ask how your organization can support their fundraising efforts.
- **Be an ambassador.** Share this opportunity with your networks—be sure to use the hashtag #OmahaGives.
- **Donate.** Support your favorite local nonprofits on May 23 with an online donation at OmahaGives.org.
- **Attend a nonprofit event.** [Company Name] will be hosting our signature partners on site on [date and time] offering employees the opportunity to learn about our community partners, and to make a donation to their favorite local organization.

Challenge Funds for nonprofit partners.

Your support for [Company Name]'s community partners will go further today—[Company Name] is offering Challenge Funds as a giving incentive for our nonprofit partner, [Partner Name]. Join us in supporting them!

For questions about Omaha Gives!, and how you can get involved, please contact [Company Contact].

ONE WEEK OUT

Subject: Omaha Gives! is coming up May 23rd. The big day is almost here!

On Wednesday, May 23rd, our community will come together for Omaha Gives! and we need YOU to join us. It's 24 hours of charitable giving, and it's your chance to make a real difference. Last year the metro area raised nearly \$8 million for local charities—let's see if we can do even better this year.

Join in the fun along with [Company Name] by donating to your favorite organizations online at OmahaGives.org on May 23rd.

[Insert any relevant details about matching funds, events, or fundraising drives.] Watch the leaderboard at OmahaGives.org. See you there!

[Company Contact Signature Line]



SAMPLE BLOG POST

Last year, Omaha Gives! raised nearly \$8 million for metro-area nonprofits, from donations large and small. On May 23rd, our community will come together again and we need YOU to join us. It's 24 hours of charitable giving—and it's your chance to make a real difference. Even more amazing is the opportunity for hourly and participation prizes; with every donation, you help increase the odds of that nonprofit earning a game-changing bonus.

Support Our Local Community

There are a variety of ways you can participate in this 24-hour giving day:

- **Communicate your support.** Reach out to your favorite metro-area nonprofits and ask how your organization can support their fundraising efforts.
- **Be an ambassador.** Share this opportunity with your networks—be sure to use the hashtag #OmahaGives.
- **Donate.** Support your favorite local nonprofits on May 23rd with an online donation at OmahaGives.org.
- **Attend a nonprofit event.** [Company Name] will be hosting our signature partners on site on [date and time] offering employees the opportunity to learn about our community partners, and to make a donation to their favorite local organization. Please attend!

[Company Name] is Sponsoring a \$-for-\$ Match for [Nonprofit Partner(s)]

Your support for [Company Name]'s community partners will go further today—[Company Name] is offering [dollar amount] in Challenge Funds as a giving incentive for our nonprofit partner, [Partner Name]. So every donation made to them is matched by us. Join us in supporting them!

For questions about Omaha Gives! and how you can get involved, please contact [company contact for Omaha Gives!].

OG! Tip:

Include photos of last year's festivities if you have them. And be sure to take photos this year to use next time!

