



Below is a comprehensive guide to help you prepare for WyoBraska's BIGGEST Day of Giving!

### **NPO On-boarding process:**

- Register your Nonprofit to participate in WyoBraska Gives: <https://wyobraskagives.civicore.com/inqui>
- Mark November 13, 2018 (WyoBraska Day), on all calendars.
- Like Oregon Trail Community Foundation on Facebook, and Twitter.

After submitting the enrollment form and receiving your login, begin profile.

### **Develop Your Goals**

- Develop goals, a strategy and a timeline. (Sample goals: 1. Acquire 20 new donors, 2. Raise \$5,000 in donations, 3. Re-engage 20 new donors.) 4. Recruit 20 new volunteers

- Build your social media audience and outreach plan. Utilize materials located in the Nonprofit ToolKit.
- Officially announce that your organization is a participant of WyoBraska Gives Day, November 13t, 2018, Start spreading the word about your participation using social media.
  - Inform board, staff and volunteers of your participation in the 24-hour WyoBraska Gives Day event. Share Data and Reports to illustrate the statistics that matter to your organization.
- Create your own Pre-Giving Event! Host an open house to showcase your involvement. Encourage your business supporters to showcase you in their advertising.

### **Visit the Toolkit**

- Familiarize yourself with the promotional materials located in the WyoBraska Gives Nonprofit Toolkit. It contains a step by step guide with access to everything you need to spread the excitement and build a successful campaign! You will find tips, resources, marketing files and strategies to success! New information will be updated on a regular basis so check back frequently. Share with key staff, board members and organization volunteers the FAQs and Key Messages.

- Consider using [WyoBraskaGIVES.org](http://WyoBraskaGIVES.org) Fundraising Pages as a way for your supporters to help raise money for your nonprofit by creating a Cheer Page. Schedule time to watch the WyoBraska Gives video tutorial on creating a Cheer Page. This is an additional way for your fans to encourage donations to your fundraising profile. Each Cheer Page will require your approval prior to going public. These may be shared directly to social media and email.
- Incorporate the WyoBraska Gives logo and other branding materials into your promotions.
- Announce your participation on social media. Read the Social Media Guidelines & Sample Copy document on the Nonprofit Toolkit page.
- Share “Oregon Trail Community Foundation” Social Media Posts to your Page.
- Prepare for the October 1st deadline: Make sure that your profile contains updated information to showcase your organization to the public. Once you submit for review and are approved, your profile will be live on [WyoBraskaGIVES.org](http://WyoBraskaGIVES.org) and submit for review. Use the Profile Completion Schedule for guided complete required updates.

- Fine-tune your strategy to reach your goals. Share with board members, staff and volunteers. Ensure they understand their roles.
- Include any of our pre-made, branded WyoBraska Gives ads in your print newsletters, emails, social media messages and website (located in Nonprofit Toolkit).
- Amp Up your Social Media Campaign. Utilize prebuilt campaigns located in the Nonprofit ToolKit.
- Begin an email and social media campaign, starting slowly and building in frequency during October and November.
- Use content you know will resonate with your audience. Include images, videos, and links to stories on your organization's website, blog and other channels.

### **October 15: Increase Outreach:**

- Begin increasing outreach efforts using your website, print materials and word of mouth. WyoBraska Gives will be launching the Spirit of Giving Kickoff Event: Treasure your Community Treasure Hunt as a promotional tool to increase social media traffic. Encourage and promote event.

- Promote that WyoBraska Gives donations can be scheduled on [WyoBraskaGIVES.org](http://WyoBraskaGIVES.org) early, beginning November 1. These will not appear in your fundraising total until November 13.

### **November 1st: Promote at Maximum**

“Scheduled donations for WyoBraska Gives begin TODAY!” See Nonprofit Toolkit for sample verbiage for donors. Share “I Gave Early” badge on social media. File can be downloaded and shared from the Nonprofit ToolKit

- Increase social media posts.
- Review Social Media Guidelines & Sample Email Blasts that are located in the Nonprofit ToolKit.

- Participate in other WyoBraska Gives promotions around the area. These will be located under “Pre-Giving Events” on the [WyoBraskaGIVES.org](http://WyoBraskaGIVES.org) website.

### **November 7-13: All Hands On Deck!**

Promote your organization through emails, social media messenger, Facebook event, and text messaging. Create incentives for your supporters to donate! Announce and Thank all prescheduled donors on social media.

- Send reminders about WyoBraska Gives to your staff, board and volunteers. Remind of goals and assigned responsibilities.

- Share your goals. Let supporters know how close you are to goal throughout the day.
- Access donor information directly through your administrative dashboard and THANK each donor directly through email and social media. Sample posts included in Nonprofit ToolKit.

### **After WyoBraska Gives:**

- Thank your supporters! Share your results on your website, newsletter and social media networks. Execute donor retention plan for new donors.

### **Unselfie Campaign**

- Direct donors to the “Donor ToolKit” to download the “Unselfie Pdf”
- Encourage donors to print and write your name into the designated area and post their “Unselfie” on social media to showcase their donations.

### **Thank You Campaign**

- WyoBraska Gives Thank You Campaign will take place for two weeks following the November 13th Giving Day Event. Check in regularly to your Nonprofit ToolKit to learn ways to thank your donors!

