



2 Weeks Out

Begin your Marketing Blitz

- If your nonprofit has the capacity to engage with fans via direct messages, turn on the messaging functionality in your settings and start sharing information directly
- If you haven't already, make sure to "Like" and "Share" Oregon Trail Community Foundation on Facebook. Ask your staff, board, volunteers and fans to do the same!
- Make sure your promotional posts are PUBLIC on your privacy setting so they can be shared by anyone.
- Share the Public Facebook Event "WyoBraska Gives" on your Timeline and make sure to invite your friends! Just look for the blue "Invite Friends" button. By clicking "Join" or "Interested" the event is added to their Facebook calendar and fans are also notified the day of the event to increase donor visits to the WyoBraskaGives.org site.
- Be sure to share your unique URL link by posting, emailing, and messaging. This will allow your donors to bypass the Homepage and go directly to your organization's profile! .
- Encourage your fans to share their Personal Cheer Pages and testimonials. Make sure to "like" their posts and Thank them for the support..
- You will be seeing increased activity from all nonprofits across the social media platforms. Make sure to "Like" and "Comment". Ask your staff, board, and fans to do the same. The more activity a post has, the more views it will receive.

















- Encourage early donations for those who are not available on Give Day.
- Make sure to tag Oregon Trail Community Foundation and use hashtags! #YourOrganization #WyoBraskaGives #StrongerTogether #OneEffort #OneCommunity
- Become familiar with and utilize the features available on Facebook posts. Take a poll, go Facebook Live to promote your goal, check-in at any Pre-Giving Events you attend, Use your creativity!
- Remember...You are limited by your ambition with promoting your profile! Make sure to take full advantage of the resources available to you! Have questions? Don't hesitate to ask for help. We are ALL in this together! We are STRONGER when we promote in unity. Let's RISE by LIFTING each other. #OneEffort #OneCommunity



Oregon Trail Community Foundation ▾

Public

Write something...

<ul style="list-style-type: none">  Camera  Photo/Video  Background Color  Live Video  Check In  Feeling/Activity 	<ul style="list-style-type: none">  Check In  Feeling/Activity  Get Job Applications Create a job post  Offer/Discount  Poll  List  Get Messages Add Send Message button to post  Get Phone Calls Add Call Now button to post  Help People Find Your Business Add Get Directions button to post  Support Nonprofit
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