



GiveBIG At-A-Glance

This “at-a-glance” plan provides an overview of the activities that will make your GiveBIG campaign successful. Adjust the plan based on your organization’s resources and needs. A detailed campaign guide is available to organizations that have registered and paid.

<p>REGISTRATION</p> <p>Tell your story on your nonprofit profile page.</p>	<ul style="list-style-type: none"> • New organizations: Register to get immediate access to the fundraising platform, not only for GiveBIG but for the whole year. • Organizations that participated in 2020: Keep your profile published! Register and pay by February 15. If you miss the deadline, your profile will be republished as soon as you register and pay for 2021. • Profiles can be edited at any time. • Your profile tells donors about our mission and programs. You can include images, videos, quotes, and program results. • Last day to register: April 29 at 11:59 pm
<p>SOCIAL MEDIA</p> <p>Raise awareness on your social media channels.</p>	<p>Send social media messages that tell the story of your organization to friends and supporters.</p> <ul style="list-style-type: none"> • Encourage followers to like, share, and comment. • Use #GiveBIG on Twitter, Instagram, and Facebook! • Follow and engage with the GiveBIG accounts: <ul style="list-style-type: none"> ○ https://www.facebook.com/GiveBIGWA ○ https://twitter.com/GiveBIGWA ○ https://www.instagram.com/givebigwa/
<p>EMAILS</p> <p>Email is one of the most effective tools for online fundraising.</p>	<p>Include GiveBIG in your newsletters and send 2-4 GiveBIG emails to donors, supporters, and friends.</p> <ul style="list-style-type: none"> • Gather a list of emails for donors, board/former board, former staff, volunteers, and other supporters so you can share your story throughout the campaign. • Write newsletter stories about GiveBIG. • Write emails that give specific examples of the benefits of the work you do. Include images, quotes, and statistics that encourage donors to support you.
<p>FUNDRAISING</p> <p>Ask supporters to reach out to their network.</p>	<p>Ask supporters to create a FUNdraising page and send it to their friends, family, and colleagues.</p> <ul style="list-style-type: none"> • FUNdraising pages make it easy for a donor to ask others to join them in supporting the organization. • Ask your volunteers, donors, and board members to create a FUNdraising page. Staff members can FUNdraise too but have some non-employee FUNdraisers as well! • FUNdraising pages must be created before the GiveBIG 48-hour event. Those that raise money during early giving (the two weeks before the event) can really set up your organization for success! • Check-in, encourage, and thank your FUNdraisers throughout the event.

<p>MATCH</p> <p>Tap loyal donors to create a matching fund.</p>	<p>Donors are more likely to give if you have a matching fund that doubles their donations.</p> <ul style="list-style-type: none"> • Your board, a group of donors, or a major donor can pledge to match donations 1:1, up to an established maximum. • Aim for a matching fund of at least \$1000. • List your match on your profile. • Promote your matching fund through social media and email. • If you raise your match amount, your matching donors can then make their donations – pushing your fundraising success even higher. • You can change the match up until 11:59 pm on May 5.
<p>EVENTS</p> <p>Online events can build awareness and strengthen relationships</p>	<p>Plan an online event using Facebook Live, Youtube Live, Zoom, and other streaming services.</p> <p>Suggested events:</p> <ul style="list-style-type: none"> • Have successful program participants tell their stories. • Live stream a performance, a speaker, or a program. • Do a fun challenge or contest. <p>List your event on the Washington Gives website to reach a wider audience!</p>
<p>STEWARDSHIP</p> <p>Everyone remembers a warm personal thank you!</p>	<p>Washington Gives handles tax-receipting so you can focus on thanking your donors personally.</p> <ul style="list-style-type: none"> • Recruit board members and/or volunteers to make thank-you calls or send personalized emails or hand-written notes to donors. • In thank-you messages, describe how the funds will benefit the people or issue you serve. • Post your donation total and thank your donors on social media.
<p>ADDITIONAL RESOURCES</p>	<p>Learn more!</p> <ul style="list-style-type: none"> • Fundraising on Washington Gives: https://www.givebigwa.org/wagivesfund • Eligibility & Fees: https://www.givebigwa.org/eligibility • Managing & Navigating Your Account: https://www.givebigwa.org/account • Donations & Disbursement: https://www.givebigwa.org/disbursement • FUNdraising: https://www.givebigwa.org/fundraising <p>Questions?</p> <p>Contact the Washington Gives Support Team using the support widget on the website's lower right corner or at givebig@501commons.org. (Review your spam or junk inbox if you do not receive a response to your email within 24 hours.)</p>



During the GiveBIG Washington statewide fundraising campaign, individuals and organizations come together and invest in our community. When we give, we take a step towards creating the society we want to live in!