

20 ideas to jump-start your El Paso Giving Day campaign



1. Ask a supporter to supply a challenge grant for a specific time of the day or for the whole day!
2. Ask a local restaurant if you can host a **El Paso Giving Day** party – bring a laptop, and encourage your supporters to come by and make their donations in person – and bring a friend!
3. Wear a **El Paso Giving Day** sticker every day the week before.
4. Do you have a volunteer who is passionate about your cause, has basic experience using social media or email, and would be willing to get involved? Ask them to be a part of your **El Paso Giving Day** team and help prepare for the event.
5. Ask your current donors to make their regular pledge or planned gift on **El Paso Giving Day** to help you increase your odds of winning additional incentive money.
6. Remind everyone you speak with that **El Paso Giving Day** is around the corner.
7. Make a fun goal and reward for your staff.
8. Ask your beneficiaries or volunteers to tape a short video asking for donations. (Think ALS Ice Bucket Challenge)
9. Be creative with your mission – what do your supporters love? How can you make it fun on **El Paso Giving Day**? Improv-a-thon, recycling drive, etc.
10. Collaborate with other nonprofits: “Donors who give to all 3 of our partners #foodbank #library #school” will be entered in a drawing for a prize”
11. Ask supporters to not only make donations, but share a story or memory associated with your mission and tag your Twitter or Facebook page. Don’t forget to use our hashtag: #EPGivingDay.
12. Give away prizes on your social media. Ex: “Everyone who donates on November 15th will be entered to win baseball tickets”
13. Make a countdown clock and hang it in your office.
14. Share the Facebook event for **El Paso Giving Day** and invite your fans and supporters.
15. Think of 5 influencers in your community (elected officials, local celebrities, bloggers, prominent business owners, student leaders, etc.) and ask them to Tweet, Facebook, and share **El Paso Giving Day** posts!
16. The week before ask a local restaurant to host a ‘percentage night’ for the nonprofit and have the restaurant donate the amount raised on **El Paso Giving Day**.
17. Place postcards or flyers in your lobby or anywhere your stakeholders and participants are able to pick them up.
18. Take creative “countdown” pictures for the days leading up to **El Paso Giving Day** involving your mission.
19. Promote open houses or tours on **El Paso Giving Day** for donors to see how their donations will help.
20. Partner with a local merchant to give donors a coupon/reward for bringing their **El Paso Giving Day** donation receipt into the place of business during a specific hour of the day. (Like Starbucks “Treat Receipt”)