



## 2017 Marketing Tool Kit

### Event Info

On Tuesday, May 2, 2017, Washington County Gives will provide local nonprofits who registered for this event with the chance to receive unrestricted dollars as well as the opportunity for matching dollars and prizes throughout the 24-hours.

The Community Foundation sponsors this event, along with the Hershey Family Foundation, God's Grace Fund, The Fletcher Foundation, Pauline Anderson Foundation, Thompson Gas and Mathias Trust. We also have the following media sponsors: VerStandig Broadcasting (104.7, 101.5, 92.1 & 1380 AM), Herald-Mail, What's NXT and Leitersburg Cinemas.

On Wednesday, May 3, we will hold a WCG Celebration Event for all of our participating nonprofits, their donors, board members, volunteers and the community. It will take place at the USMH Plaza from 4:30-6:00 pm. We will have live music, additional prizes for participating nonprofits and fun activities.

### Checklist for Success

The following checklist will guide you through planning a successful giving day.

### GETTING STARTED

- Now that you have completed your registration, mark all calendars with Washington County Gives on **May 2, 2017!**
- Be sure to use the Washington County Gives logo in all of your communications. You can add it to your e-mail signature, website, etc. You can find the WCG logo as well as the *Presenting Sponsors'* logos on the "Toolkit" page of the WCG website.
- Select a staff member or volunteer as point person who has strong leadership and organizational skills, and can commit to the entire campaign timeline and process.
- Create "To Do" calendars for March, April and May, so you know what you want to accomplish by what date. (See calendar templates on the "Toolkit" page.)

- Establish success metrics that include more than winning a prize. For example, use the giving day to highlight a program or to cultivate new donors. Develop and build a communications plan with clear goals.
- Decide on your strategy and messaging. How are you going to reach your audience? What do you want to tell them? How will you use your funds? When will you send e-mails or direct mail out to your donors? (Start letting them know the date of WCG now. Then reach out one month beforehand and about two weeks later. As it gets closer to May 2, be sure to contact your donors a few days before, the day before and several times during the event.)
- If you are not currently using social media as a marketing tool, start now. Create a Facebook page and/or Twitter account. Social media enables you to reach and engage with people across channels and starts the peer-to-peer word of mouth campaign. Facebook is one of the top traffic sources for online giving days.
- Are you going to create a video that tells your story?
- Think about other ways you can promote your participation in WCG.
- Are you going to hold a special event the day of WCG? If so, start planning it now. You can create a “Giving Station” at your office with computers set up to make it easier for your donors to give. Or, hold an open house, offer coffee and doughnuts in the morning, schedule a luncheon at a local restaurant, offer free admission or a discounted ticket with a donation. Be creative! Check out Lancaster’s Extraordinary Give’s list of events for some more ideas: <https://extragive.org/events>.
- Do you want to offer prizes or an incentive to your donors?
- When you registered for WCG, you created your page on the WCG website. Did you include your logo, mission, website address and social media links? **You have until April 3 to make any changes to your page.** Just click “Nonprofit Login” on the home page. If you have not already established a username and password, click “Forgot password.” Then enter your e-mail address and click “Send me reset instructions,” so that you can “reset” or create your password to access your page and contact information.
- Make sure you have your unique URL to share with your donors, board members, volunteers, etc. Your unique URL is located in the browser of your page on the WCG website.
- Register for a WCG training session in March.

### **1 MONTH BEFORE Washington County Gives**

- Promote the event in your newsletter, e-mails, website and social media channels. Be clear that May 2, 2017 is THE day to give in Washington County!
- Encourage supporters to ‘Like’ and follow your Facebook page and/or Twitter account. You can also encourage them to ‘Like’ Washington County Gives at **Facebook.com/Washingtoncountygives**. Your social media presence will be a major traffic-driver, so start conversations now and provide information that your followers can share with their family, friends and colleagues.

- If you decided to host an offline event on May 2 during Washington County Gives, what do you still need to do? Make sure you get the word out and let the CFWC know you have scheduled an event.

### **1-2 WEEKS BEFORE Washington County Gives**

- Share your donation link from the WCG website or embed donation form on your own site.
- Update your Facebook status with the Washington County Gives logo.
- Encourage your staff and volunteers to do one-on-one outreach to their friends and networks. Word-of-mouth is crucial.
- Consider doing a countdown on Facebook and Twitter by posting a new image in your status update each morning.
- Finalize volunteers or volunteer duties for day of events. Prepare all necessary materials.
- Finish preparing communication pieces you plan to send during the giving day. Leave open spots for real-time information, but create a template ahead of time to give you more time to think and be clear about what you want to say on May 3. *See last page of this guide for suggested social media posts.*

### **1-2 DAYS BEFORE Washington County Gives**

- It's crunch time! Review your calendar and see what you have left to do before the day.
- Send out e-mail reminders to board members, volunteers and donors asking them to spread the word too.
- Update your website and other communications.
- Schedule your Facebook or social media posts in advance that will run on May 2.
- Confirm volunteers for day of activities, if necessary.
- Post two times a day on your social media channels. Don't just ask for money, but stir up excitement by pointing out what makes your organization great and worth investing in during Washington County Gives.
- Tell donors how you plan to use your donations. What does \$10, \$25, \$50, \$100, etc. provide your nonprofit?

### **THE DAY: May 2!**

- Utilize Facebook, Twitter and other social media outlets to cheer on and thank donors with status updates in real-time. Let them know if you won a prize, or provide them with an hour you want them to give in order to win a prize.
- Don't forget to use your website's homepage as well to keep your donors up-to-date.
- Send two e-mails during the day to all of your supporters, one at the beginning of the day and one at the end. Include specific actions of what they can do, such as "Donate," "Like your Facebook page," "Tell five friends to donate" or "Follow you on Twitter." Some suggested ideas:

- Update them on your fundraising progress—Where are you on the Leaderboard? How much have you raised so far?
- Remind them of your overall goal.
- Provide a reason for them to give again, such as specific prizes you’re trying to win or where their money will go.
- Remind them of the event you’re holding and/or invite them to the WCG Celebration event on May 3.

## **THE DAY AFTER**

- Announce your successes on Facebook/Twitter/Website/E-mail:
  - Awards won
  - Number of donors
  - Money raised
- Join us at the WCG Celebration event at USMH Plaza!
- Access your donor report using your donor report link.
- Send thank yous by e-mail or as handwritten notes to donors within a few weeks of the event to tell them where their donation will go and how it will make a difference. Don’t forget to provide updates about your nonprofit.
- Add all new donors to your database. Invite them to events and/or one-on-one meetings.
- Send thank you notes to the sponsors of WCG: Hershey Family Foundation, God’s Grace Fund, The Fletcher Foundation, Pauline Anderson Foundation, Thompson Gas and Mathias Trust.** (We will provide the addresses.)

## **Sample E-mails**

You can create a *group* with all of your donors, board members, staff, volunteers, etc., and send your e-mails out using your personal/work e-mail. You can also sign up for services such as Constant Contact (\$35 a month) or Mail Chimp (free or \$10 a month).

### **Announce WCG to your donors, board members, volunteers and staff 2 months out with a reminder 1 month out**

Suggested Subject Lines: Use something engaging and eye-catching. Don’t use “Please donate” but “Every Dollar Counts,” “It Only Takes \$10 to…” or “Help us reach more people”

#### **Version 1:**

On Tuesday, May 2, 2017, **NAME OF NONPROFIT** will participate in Washington County Gives, a 24-hour online giving event. On this day, every donation and donor we get will go further to help us claim our share of matching dollars and possible prizes.

With the money you give to **NAME OF NONPROFIT**, we can…*(Insert a great photo or story here about your work--interesting action shots where you can see people’s faces or a case study about a specific person or client your organization has touched.)*

Please help us make our giving day a success by:

- 1) Marking Tuesday, May 2, 2017 on your calendar!
- 2) Saving this link: **NONPROFIT'S UNIQUE URL**.
- 3) Following us on Facebook and/or Twitter **NAME OF NONPROFIT'S FB and/or TWITTER PAGES**. (May also include other social media sites.)
- 4) Forwarding this e-mail to your family and friends along with a personal note as to why you believe in our work, and why they should give on May 2, 2017.

Thank you for becoming our champion and helping us make it to the top of the Leaderboard on May 2.

### **VERSION 2:**

On Tuesday, May 2, 2017, our organization will participate in **Washington County Gives!** It's 24 hours of unprecedented nonprofit giving online—and it's YOUR chance to make a real difference, right here in our community.

If you love **NAME OF NONPROFIT**, then help us reach the top of the Leaderboard during Washington County Gives. Help us continue giving back to the Washington County community by making a donation. A little goes a long way! (You can insert a specific dollar amount here if you are running a specific campaign.)

Your donation will also help us receive pro-rated matching dollars and prize money.

**Help make a difference in our community on Tuesday, May 2, 2017, by donating online to **NONPROFIT'S UNIQUE URL** or [www.washingtoncountygives.org](http://www.washingtoncountygives.org).**

### **Sample E-mail for Donors Day Before**

Don't forget! Tomorrow is Washington County Gives, a 24-hour, online fundraiser where you can donate to **NAME OF NONPROFIT** and help us raise funds for **NAME of YOUR PROJECT OR UNRESTRICTED DOLLARS**. To donate, click on this link **NONPROFIT'S UNIQUE URL**. You can donate as little as \$10. Every dollar will help us reach the top of the Leaderboard and receive pro-rated matching funds and prizes. Your support means so much to us!

### **Sample E-mail for Donors Day of the Event (Recommend sending out 2 e-mails throughout the day)**

## **#1**

Today is the day to give to **NAME OF NONPROFIT** during Washington County Gives. You have just 24 hours to go online to **NONPROFIT'S UNIQUE URL (or your website address if you are using an embed donation form)** and help us raise funds for **NAME of YOUR PROJECT OR UNRESTRICTED DOLLARS**. Thank you for your support! (You can also remind them about a prize you are trying to win or an event you are holding at your organization.) Be sure to include links to your social media pages.

## **#2**

Don't forget you only have **# Hours** left to make a donation to **NAME OF NONPROFIT** during Washington County Gives! So far, we have received \$\$\$ in donations (and can include any prizes here too). Please go online to **NONPROFIT'S UNIQUE URL (or your website address if you are using an embed donation form)** and help us raise funds for **NAME of YOUR PROJECT OR UNRESTRICTED DOLLARS**. Your support will help us reach the top of the Leaderboard! (Again, remind them about a prize you are trying to win or an event you are holding at your organization if it has not taken place yet.)

### **Sample E-mails for Donors After the Event**

#### **Version 1:**

Thank you for supporting **NAME OF NONPROFIT** during Washington County Gives! You helped us raise \$\$\$ so that we can **NAME of YOUR PROJECT**. We raised \$\$\$ more this year than last year. Because of your generosity, we came in **X** place/received a prize for...Your support means so much to us!

Don't forget to join us from 4:30-6:00 pm at USMH Plaza to celebrate the success of this event and help us win the Attendance Prize!

#### **VERSION 2:**

Thank you for supporting **NAME OF NONPROFIT** during Washington County Gives. As a whole, we raised almost \$\$\$ . Our organization raised \$\$\$ because of your generosity. With your support, we can **NAME of YOUR PROJECT**. Thank you for your gift. It really made a difference!

### **Social Media**

Social media is an amazing way to engage and transmit information quickly and efficiently. Don't be intimidated if you have never used it or have only used it a little bit. You'll soon find that Facebook and Twitter can be fun and effective. The following will help you get started on social media.

1. Aim for a status update a few times a week at first and then increase your frequency as May 2 gets closer. On Facebook, you can create your posts ahead of

- time by going to “Publishing Tools” in Facebook and selecting “Scheduled Posts,” then click “Create.”
2. Include both text and visuals (photos, videos or graphics) in your postings. Make your posts personal by sharing testimonials from clients, information about donors, pictures of special events, etc. Don’t make your posts too wordy. You can always include a link to your website where readers can finish the story.
  3. Put detailed information on your website and then create a shorter post for your social media platforms with a link back to your website or your page on the Washington County Gives website using your unique URL.
  4. You can also use your own personal social media accounts to announce your organization’s participation in Washington County Gives or share your organization’s posts on your personal page.

## **FACEBOOK**

If you don’t have a Facebook page for your organization, it’s easy to create one! Just go to your personal Facebook page and click on “Create Page” on the left-hand side. Then click on “Company, Organization or Institution” and it will take you through step-by-step. **(You have to have a personal page before creating a business page.)**

1. **Get started by liking the Washington County Gives FB page at [Facebook.com/Washingtoncountygives](https://www.facebook.com/Washingtoncountygives)** so you can stay connected with updates, important information and tips from the campaign. You can also link to other organizations participating from your organization’s page.
2. **Promote your Facebook page:** Include a link to your Facebook page on your website’s homepage, newsletter, emails, etc. Ask your staff, family and friends to like the page and help you promote it. In your personal account, tag the page and ask your Facebook friends to check it out. Be creative on how you spread the word!
3. **Engage your Followers.** Just like you use your personal Facebook page, offer information and conversations that engage the followers you have and want to have. Ask questions, share links relevant to your cause, post pictures and stories that encourage your fans to interact with you. Show them the difference they can make in your community by supporting you during Washington County Gives.
  - Keep your posts brief. Always offer something to keep your fans’ attention or give them something to do.
  - Use a photo, graphic or tag in your posts to increase your reach.
4. **Tell everyone about your participation in Washington County Gives on May 2nd** so your followers become familiar with what you want to achieve. Remember that they need to learn what it’s about, and how you need them to help, so be clear, concise and consistent in the asks you make.

5. **Create a Facebook event.** Invite your fans to become part of the giving day—whether or not there’s an actual physical event you’re hosting. With a Facebook event, your fans can see others who are taking part in the giving day and can be reminded of the date as it gets closer. Just click on “Events” on the left-hand side of your Facebook page to get started.
6. In addition to posts on your Facebook page, you can also **Share** other posts from the Washington County Give’s Facebook page or other nonprofits participating in the giving day.
7. For as little as \$5, you can **Boost your Post** to reach a larger audience. Click “Boost Post” in your status update.
8. **On May 2nd**, pump up your fans with frequent updates throughout the day on the progress toward your goal, pictures of events, videos, graphics, encouraging words to your fans. *Like, Comment* and *Share* their posts so they get excited about their participation with you.

## **TWITTER**

With Twitter, check out this guide on [Getting Started on Twitter](#) or [Twitter 101](#) for basics to help bring you up to speed on Twitter etiquette.

1. **First, follow Washington County Gives #CFWCMD from your organization’s Twitter account.**
  - Do this by clicking #CFWCMD and clicking the **Follow** button on the right-hand side of the screen. Now you can keep up with new resources and updates.
2. **Also follow people/organizations that are important to your organization.** These could be people who’ve helped fundraise for you before, those who hold important positions in your community, experts in your area, people who are talking about you already or other organizations participating in WCG.
  - You can find their Twitter accounts (also called *handles*) from their websites or by searching for them on Twitter.
3. **Tell your followers about your participation in Washington County Gives.** Let them know what you’re up to and how they can help you make it to the top of the Leaderboard. When you talk about Washington County Gives be sure to include the hashtag: **#washingtoncountygives** in your tweet.
4. **Be part of the community by including the day’s hashtag #washingtoncountygives in all of your Tweets, if possible.** Hashtags are used to hold a conversation amidst the Twitter chatter. People interested in meeting others who are speaking about a topic of interest follow hashtags to see what they’re saying.

5. **Listen to the conversations going on.** Pay attention to the conversations people are having (through hashtags) and then begin talking to them like you would face-to-face.
  - You can use tools like HootSuite that provides a way to help you manage all of your social media, or Tweetdeck that helps you monitor different lists and keywords at the same time.
  - Save the search of your hashtag so you can easily access it whenever (and wherever) you log on. Also consider saving searches for terms without the # symbol, such as your organization's name and Twitter handle, so you can keep track of what people are saying about you.
  
6. **Start talking, but have something to offer.** Just because it's online, doesn't mean there isn't a person on the other end. Focus on building relationships with the people you want as part of your event before asking for something in return.
  - Post links to new entries on your blog or website, pictures of your events, videos about your organization, etc.
  
  - Share, share, share! Post frequent useful updates on your fundraising goals, links to stories and resources to keep your followers informed and involved. When you treat them as part of the team, they'll feel like they have invested in you. This will help pump up your crowd.
  
7. **Upload photos and videos.** Pictures and videos get shared or retweeted the most online, and most of them aren't professional shots (so don't hesitate to upload pictures you took with your phone. Those are the most interesting ones!) Take photos of your nonprofit's events, staff in action, things related to your cause, landmarks in our community, etc.
  
8. **On May 2,** frequently post updates about the progress toward your goal, total donations or a prize you want to win using pictures, videos and graphics that help your online followers visualize the event, re-tweet posts from other fans, and interact with encouraging and exciting words.

### **Suggested Posts for Social Media Outlets**

(Don't forget to include photos, videos and personal stories! Please see info about the WCG Facebook Campaign for additional ideas. )

- We're joining more than ## nonprofits in a 24-hour online giving promotion called Washington County Gives on Tuesday, May 2. Visit [washingtoncountygives.org](http://washingtoncountygives.org) for more information on this great event!
- We received \$\$\$ during Washington County Gives last year, which helped us XXX. Who thinks we can top last year?
- This is our # year participating in Washington County Gives. Help us reach the top of the Leaderboard!

- Washington County Gives is Tuesday, May 2! Help us spread the word so we can continue to positively impact our community.
- Do you believe in the power of giving? Washington County Gives raises money for more than ## nonprofits in our county, including us!
- Make a difference on May 2 by contributing to **NAME OF NONPROFIT** during Washington County Gives.
- Next Week is Washington County Gives on Tuesday, May 2 from 12:01 a.m. to 11:59 p.m. (or midnight to midnight)
- Don't forget: Tomorrow is Washington County Gives. Donate to us at **NONPROFIT'S UNIQUE URL**.
- Good morning! Today is Washington County Gives. Make your donation now to **NONPROFIT'S UNIQUE URL**.
- Donate today and your donation dollars will go even further. Visit [washingtoncountygives.org](http://washingtoncountygives.org) and choose **NAME OF NONPROFIT** to make a difference today.
- Thank you to all Washington County Gives sponsors! (List their names or include their logos.)
- Only a few hours left to donate to **NAME OF NONPROFIT** during Washington County Gives!
- We are trying to win a Golden Ticket from **Hour to Hour**. Please make our donation go farther by donating during this time frame.
- We won the **PRIZE NAME**. Thank you for making a difference!
- You only have until midnight to make your donation to **NAME OF NONPROFIT** during Washington County Gives. What are you waiting for?!
- Thank you to everyone that donated to **NAME OF NONPROFIT** during Washington County Gives!
- We raised **\$\$\$** during Washington County Gives which will support **XXX**.
- Thank you for your support! We raised **\$\$\$** during Washington County Gives beating last year's total by **\$\$\$**.
- Join us May 3 at the Washington County Gives Celebration event at USMH Plaza from 4:30-6:00 pm. When you check-in, be sure to say you're with **NAME OF NONPROFIT**.
- Help us win one more prize by coming to the Washington County Gives Celebration event today from 4:30-6:00 pm at USMH Plaza.