Give Local
South Puget Sound

powered by:
COMMUNITY FOUNDATION
SOUTH PUGET SOUND

Nonprofit Toolkit

This toolkit is intended to assist Nonprofits be successful during the Community Foundation's annual Give Local event. Inside, there are various tips and tools that participants can implement before, during, and after the event. Throughout the toolkit, there are links to more detailed information regarding best practices for online giving events such as Give Local.

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How to Use This Toolkit

This toolkit serves as an additional resource for nonprofits participating in Give Local. It is by no means an exhaustive resource nor is its use required by the Community Foundation. Nonprofits are encouraged to learn what they can from this toolkit and do what works best for their organization and constituents. If you would like to forage through our Dropbox of tools on your own, please click here.

Notes for using this toolkit:
- Links are imbedded into images and turquoise text
    - **All links can be found in the "Quick Links" section at the end**
- You are encouraged to share with anyone who is assisting you with Give Local
- Please do not remove any Give Local or Community Foundation logos from resources
- Recommended third party resources are not affiliated with the Community Foundation
- If any resource link is broken or is needed in another format, please contact Melissa at the Community Foundation
- Most importantly...

Have fun!!!!

What is Give Local?

Give Local South Puget Sound is a two-week online giving campaign to support nonprofits across Thurston, Mason, and Lewis Counties. Give Local is hosted by the Community Foundation of South Puget Sound.

Give Local 2019 will:

- Feature approximately 100 nonprofits
- Extend from November 6-21
- Include an "Early Giving" week from October 29 to November 5
- Have a $100,000 Bonus Fund
  - To inspire giving during Give Local, the Community Foundation has partnered with the Dawkins Charitable Trust to offer a proportional $100,000 Bonus Fund
    - See graphic for additional explanation

Why we created Give Local:

- Give Local is just one part of the Community Foundation's efforts to invest in our future. It is an opportunity for the community to come together and give generously to nonprofit organizations that make our region a healthier and more vibrant place to live.

Give Local 2019 Sponsors

Your Role

- Why should I participate in Give Local?
  - Give Local is an opportunity for nonprofits and community members to build and strengthen relationships that will better our communities.

- Why is campaigning important?
  - There is a constant stream of fundraisers being promoted all over the media. To avoid getting lost in the hustle and bustle, campaigning nonprofits need to locate their target demographics and positively appeal to them. Give Local helps by laying the groundwork, working with local community members to create a feeling of connection and unity.

- How can I help?
  - **Outreach!** Tell all your friends about Give Local via social media, email, text, or in-person. Set a goal to directly message 5 new potential donors.
  - **Get Creative!** If you have skills in video editing, photography, or graphic design, make engaging material to showcase how your organization benefits from Give Local and the greater community. Additionally, sincerely thanking donors with handwritten cards is a great and fun way to show your appreciation!
  - **Share!** Follow the Community Foundation on social media to see updates about Give Local. Then share posts to help spread the word

Essentials

This section contains the basic elements needed to start preparing for Give Local. includes setting up your profile, suggested timelines and networking.

Need some helpful hints on how to spice up your Give Local platform profile? Peruse our list of tutorials and guides to get you started!

Want to feel a little more organized? Check out our Give Local calendar and timeline for suggestions. Download, edit, print, and share to help stay on track!
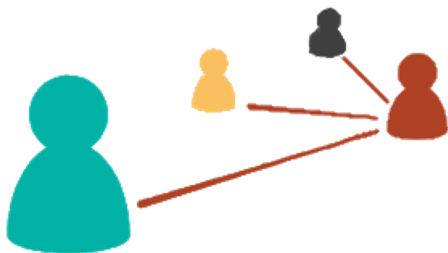
Unsure of how to effectively promote Give Local? Here are some helpful hints to get you started.
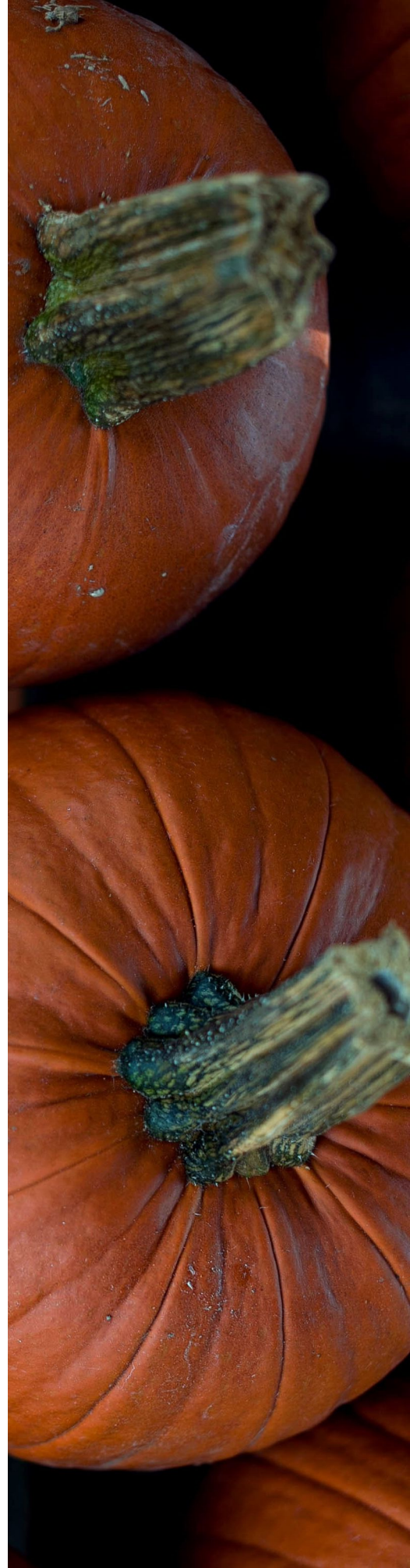
Communication Templates

Coming up with emails or letters that accurately conveys your message can be difficult and time-consuming. To help speed up the process, we have a selection of sample texts you can use for Give Local and all you have to do is fill in the blank spaces then hit send!

Here is a collection of emails that you can send throughout the campaign to any number of people.

If you prefer to add a more personal touch, you will find some engaging letter templates here instead.

Social Media

Utilize the power of social media to get your network excited about Give Local. Reach your followers on any social platform using elements below.

Need some inspiration for your social posts? Check out these samples that you can use or adapt for your social media outreach.
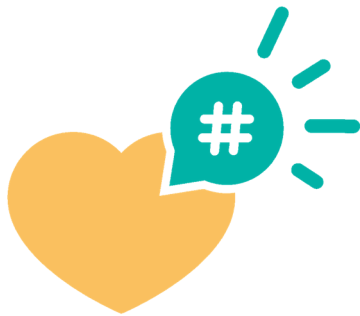
Be sure to join the conversation online using our Give Local hashtags throughout the campaign!
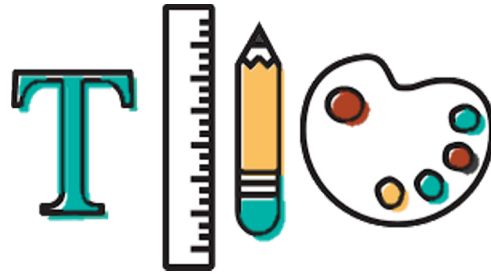
Check out our list of frequently asked questions regarding social media best practices.
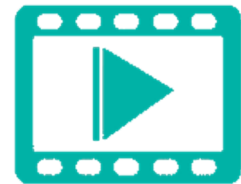
Multimedia Tools

A large portion of success depends on publicity and reaching out to community members. Here are a variety of tools to help you promote Give Local. Use whatever works best for you!

Feel free to use our selection of images and colors for social media, emails, and more! *Please do not remove the Give Local Logo from images.*

One of the best ways to engage with the community is giving people a first-hand experience into your cause. Find creative ways to share your work!

Feeling creative? Check out Canva and create your own flyers, images, social media posts, and more!

Additional Resources

Give Local would not be possible without the combined efforts of our sponsors, donors, and YOU! The amazing opportunities that you provide to the community is why Give Local is here to help. Check out other ways to increase your success.

KEY MESSAGES

Add these key points to your communication material, or use them as a starting point in crafting your own messages.
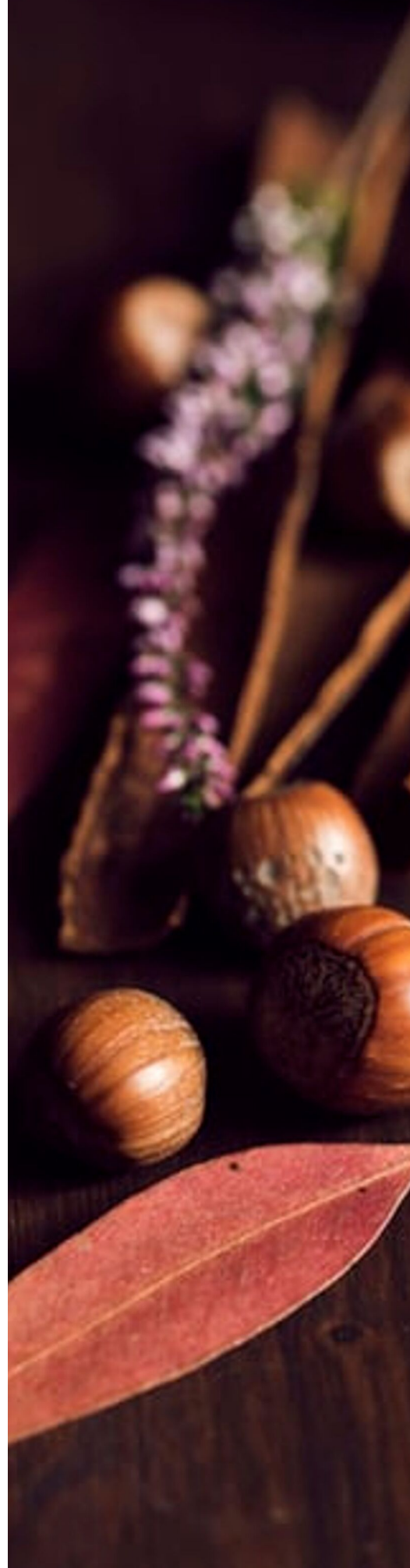
Find yourself some Social Champions to help promote your cause on- and off-line!
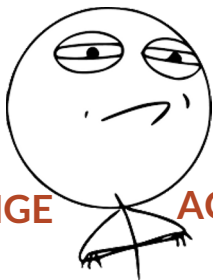
CHALLENGE   ACCEPTED

Getting other people excited about your goals can be tricky and occasionally disheartening. Find ways to boost interest in your cause with challenges!

To-Do List

Fundraising can be stressful and overwhelming, especially if you have never attempted it on a large-scale. Don't worry. Here are a few things that you can do right away to help make this year's Give Local a success!

- Build your Give Local profile
  - The sooner, the better!
  - Leave time to make updates before launch date

- Find 3 Social Champions
  - Meet with them individually and as a group
  - Provide each their own copy of the Social Champion toolkit

- Check out the Give Local timeline
  - Set realistic dates for your organization
  - Assign tasks and due dates to everyone

- Refine your story
  - Keep your goal and story consistent throughout all platforms
  - Review our Best Practices training for more information

Quick Links

Here is a guide containing all the links embedded into this toolkit and the Give Local Dropbox they reside in. Each line has the corresponding link embedded into it for your convenience.

- **Essentials**
  - Platform profile
  - Calendar and timeline
  - Networking
- **Communication Templates**
  - Email
  - Letter
- **Social Media**
  - Samples
  - Hashtags
  - FAQs
  - Templates
- **Multimedia Tools**
  - Logo and images
  - Storytelling with photos and videos
  - Canva
- **Additional Resources**
  - Key messages
  - Social Champions and Internal Partners
  - Challenges
  - Early Giving
  - Give Local Dropbox
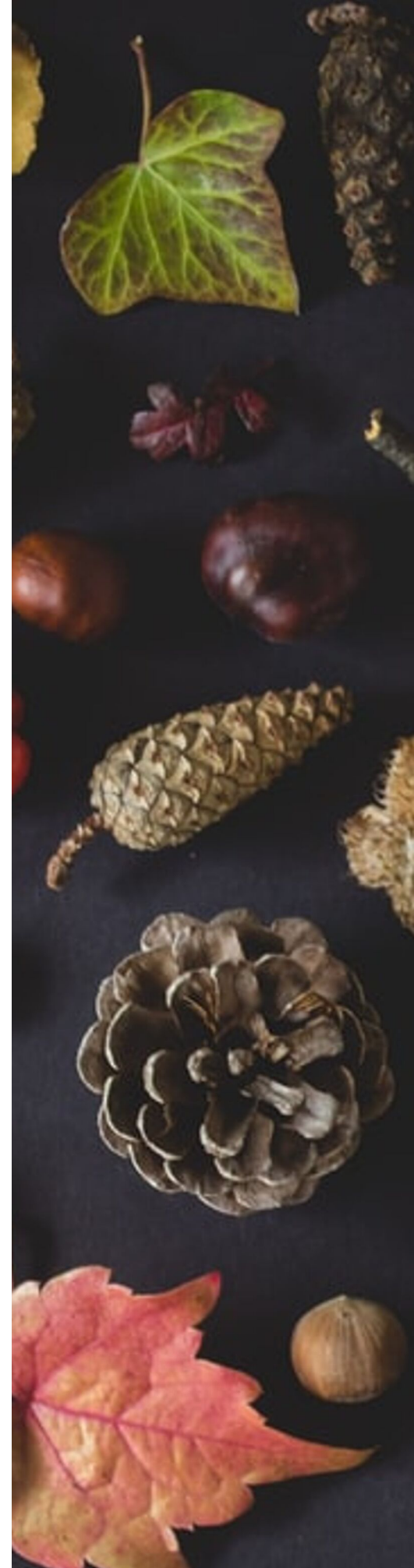
Questions? Concerns?

For additional information, check out our various FAQ's. If there is something that was not covered in the toolkit that you would like added or need additional information about, please contact:

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