



# Spreading The Word

Tips for sharing your organization's story with the world!

# The Basics



## Ready To Share

- Are you verified to accept donations?
- Is your profile complete?
- Have you determined your main goals for the event?

If you answered yes to these questions, then your giving day profile is ready to share!



# Knowing Your Audience

- How do your supporters like to be engaged with?
- Where do you have the strongest following?
- In the past, what were your most effective modes of communication with supporters?



## Developing A Plan

- Decide on a marketing budget prior to the day
- Determine the platforms that work best for both your internal team and your supporters
- Develop a timeline for sending communications
- Keep in mind your overarching goals for the day



# Covering Your Bases

There are many places to where potential donors can be linked to your giving day campaign:

- On your website
- In an email from your organization
- In a direct mail appeal from your organization
- On one of your social media pages
- Within your community



# Creating Calls To Action

A Call To Action (C.T.A.) is intended to entice the reader, listener, or viewer to take a specific action that will ultimately help your organization reach its goals and make your supporters feel satisfied with their engagement.

- **Make A Difference Today** → Link to your giving day profile
- **Share Your Personal Story** → Link to create a P2P fundraising page
- **Join Us This Thursday** → Link to volunteer or event sign up
- **Learn More About Our Programs** → Link to your website
- **Sign Up Today** → Link to your newsletter subscription
- **Help Five People At Once** → Link to donation form at corresponding amount
- **Let Us Know You'll Be There** → Link to RSVP form



## Sharing Your Story

- C.O.P.E - Create Once, Post Everywhere
- Provide clear calls to action everywhere you share
- Include links to your Giving Day profile
- Offer opportunities for your supporters to get involved
- Always keep your goals in mind



# The Specifics



## Email Outreach

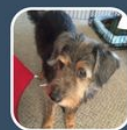
- Fast, easy, and inexpensive
- Effective tracking of supporter engagement
- Simple segmentation for different types of messaging
- Ability to schedule all communications ahead of time
- Completely customizable to your organization's branding
- Many email clients to choose from, lots of them are free!



# Email Outreach

## Newsletter

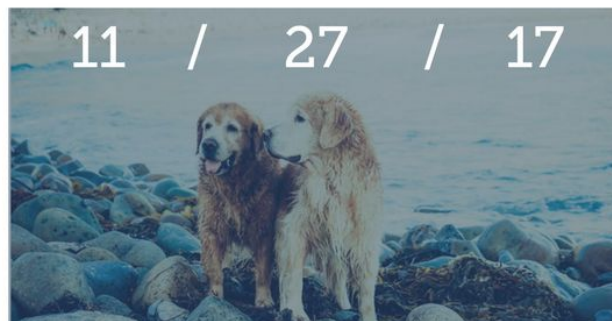
- Provides updates beginning several months prior to the day
- Multiple opportunities to add clear calls to action
- Where supporters are expecting to hear updates
- Easy to add to your existing newsletter format



Logan's Pups  
Every dog deserves a home

October  
**NEWS**

## Make An Exponential Difference on Giving Tuesday!



On Tuesday, November 28 Logan's Pups is excited to be participating in our community's 5th annual Giving Day on Giving Tuesday!

This year every gift made during the 24 hour giving period has the potential to be multiplied exponentially thanks to our generous board of trustees who has offered to MATCH every gift made up to \$5,000. In addition to our board match, there will also be dozens of prizes available throughout the day for everything from the first donor to the most dollars raised.

### Follow Us On Facebook For Prize Updates!

This year we hope to raise enough to find forever homes to all 12 of our dogs currently residing in the sanctuary, a forever home in time for the holiday season. We know with your support and generosity we can make a difference for our favorite senior pups. [Learn more at gvgb.co/loganpups](http://gvgb.co/loganpups)



Pup of the Month

**Enrique**

- 12 years young
- Belly rub addict
- Found his forever home on leap day

**Donate**

Visit Our New Website!



### About Us

At Logan's Pups we believe that every dog, no matter how old, deserves the best life possible from beginning to end. Through our many programs we are able



# Email Outreach

## General Email

- Quick and easy to create and send to supporters
- Includes direct links for how supporters can get involved
- Bullet format makes information easier for supporters to digest
- Can send from any email platform

Save The Date To Make A Difference



Hi Bridget,

On Tuesday, November 27 2017, Logan's Pups is excited to be participating on our community's 5th annual Giving Day. On this day hundreds of nonprofits and nonprofit supporters in our community to celebrate what we love most - making a difference.

Here are a few ways YOU can make a difference on Giving Tuesday:

- Make a donation of any size to help us reach our goals for finding all of our pups forever homes in time for the holidays!
- Create your own personal fundraiser for Logan's Pups to share with your friends and family!
- Sign up to volunteer at our annual Holiday Dog Food Drive and make sure no dog goes hungry this holiday season!
- Share our story with your friends, and don't forget to use the hashtags #loganspups and #givingtuesday to spread the word!

With your help, we can change the world.

Support Logan's Pups on Giving Tuesday by visiting [gvgb.co/loganspups](http://gvgb.co/loganspups)

Thank You,  
Bridget & The Logan's Pups Family



# Email Outreach

## Email Signature

- Easy promotion of your participation in the Giving Day
- Links to your organization's profile
- Includes the date and time
- Add the Giving Day logo to increase your brand recognition
- Will be seen by everyone you contact leading up to the Giving Day



**Amanda Lauren**

Director of Development

555-555-5555 - ext. 5



Support us on November 28  
during our local Day of Giving!




# Social Media Outreach

- Becoming more popular amongst all demographics
- Crucial component of online fundraising
- Types of messaging vary from platform to platform
- Different benefits for each platform
- Lots of ways to be creative
- Use #Hashtags to be featured on your Tagboard




# Social Media Outreach

Network ▾ LATEST POWERED BY #tagboard



**applepatchky** • about 12 ...


We can't wait for #GiveForGoodLou!



**Apple Patch**  
@ApplePatchKY

Way to go Hikes Point!  
#GiveForGoodLou  
[pic.twitter.com/7sHJWgA40w](https://pic.twitter.com/7sHJWgA40w)


24 Jul 9:47am



**Apple Patch**  
about 12 hours ago

Our folks at our Hikes Point supporting Apple Patch and promoting #GiveForGoodLou in September!  
#hikespoint


Like Comment Share



**Louisville Sustainability Council**  
2 days ago

We're so excited to be a part of #GiveForGoodLou! It's a day to celebrate all the good going on in our community! To learn more about Give For Good Louisville and how to support or donate to our campaign visit: ...


Like Comment Share



**Day Spring Community Living**  
3 days ago

We're so excited to be a part of #GiveForGoodLou! You can support our campaign by visiting [www.giveforgoodlouisville.org](http://www.giveforgoodlouisville.org) and donating on September 14th. #GiveForGoodLou We will keep you posted on this excitement as it gets closer.


Like Comment Share



**Paws with Purpose**  
3 days ago

Save the date: #GiveForGoodLou is September 14th! You can be part of the celebration by giving to your favorite nonprofit (which we know is us!). Visit [www.giveforgoodlouisville.org](http://www.giveforgoodlouisville.org) to find out more.


Like Comment Share



**KY AIDS Alliance**  
@KYAIDS

We're participating in #GiveForGoodLou! Mark your calendars for 9/14. @cflouisville [giveforgoodlouisville.org/organizations/](http://giveforgoodlouisville.org/organizations/) ...  
[pic.twitter.com/WFoENPe0AS](https://pic.twitter.com/WFoENPe0AS)


21 Jul 4:09pm



**Uspiritus**  
3 days ago

Did you catch Dr. David Finke's #facebooklive video with Cara Baribeau from the Community Foundation of Louisville this afternoon?

Check it out. We'll need your help on Sept 14 to be a ...



**WIST Data Solutions**  
@WistData

Anyone else counting down the days until @cflouisville #GiveForGoodLou?

21 Jul 3:36pm



# Social Media Outreach

- Facebook: Ideal for sharing longer stories, photos, and videos.
- Twitter: Share 140 character updates, photos, links, and videos.
- Instagram: Great for sharing photos and telling stories
- YouTube: Easy video hosting and sharing
- Snapchat: Share live photos and videos in real time
- LinkedIn: Let your network know that you're participating

Interested in learning more about social media?  
Check out our [Social Media Strategies](#) video next!





## Website Outreach

- Add a “Save The Date” prior to the day
- Update your website banner several weeks before
- Add opportunities to your “Get Involved” page
- Connect your “Donate” button on your website to your Giving Day donation form as soon as donations are live for the event so all gifts count towards your totals



# Website Outreach



Logan's Pups

Every dog deserves a forever home

Donate

Who We Are

Our Impact

Our Programs

Our Pups

Support Us

Day OF  
GIVING

Learn More

Tuesday November 28 - 12am - 11:59pm



150 Senior Dogs Saved Since 2011

Since Logan's Pups opened its doors in 2011, we have successfully rescued over 150 senior dogs from being euthanized in shelters across the country. Thanks to the support of our donors



## Creative Outreach

- Add a “Save The Date” sticker or rack card to any direct mail appeals you’re sending during the planning period
- Partner with a local business to promote your organization and encourage patrons to support the Giving Day
- Publish a press release to send to media partners
- Incorporate the Giving Day anywhere you can



# We're Here For You!

- Visit Our Help Center

<https://support.givegab.com/>

- Send us an email at

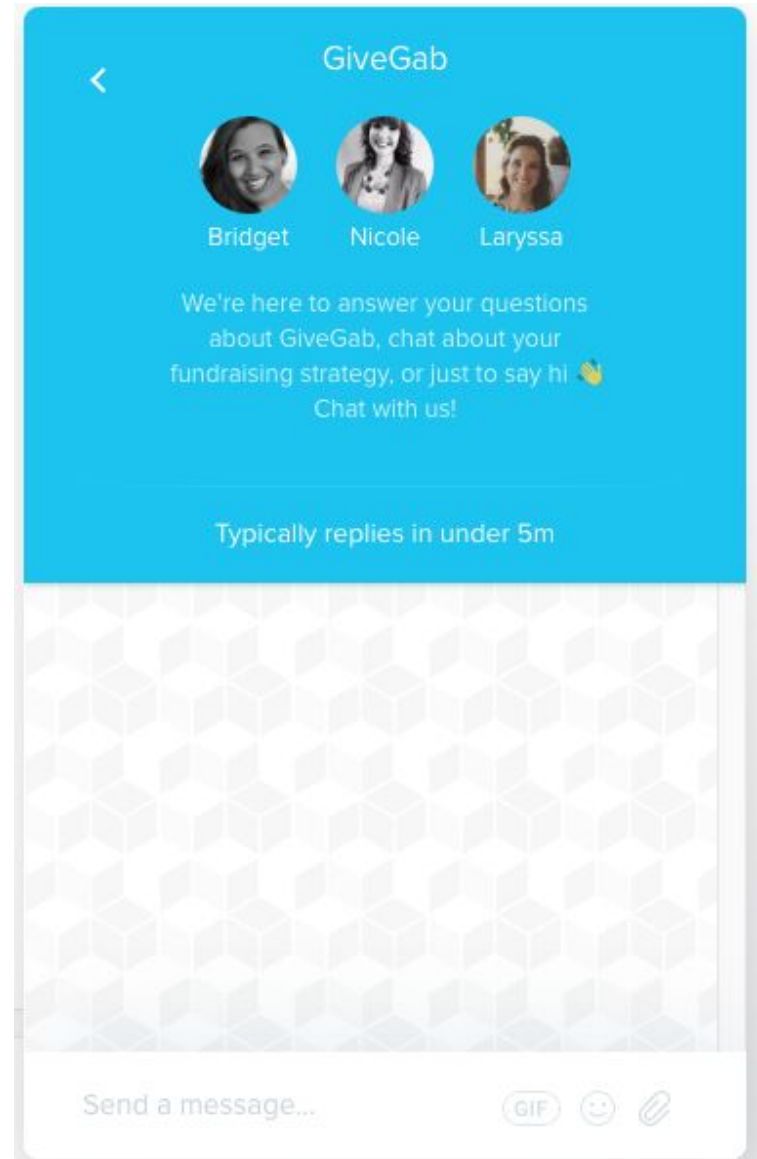
[customersuccess@givegab.com](mailto:customersuccess@givegab.com)

- Chat with GiveGab's Customer

Success Team whenever you have

questions or need a hand

- Look for the little blue chat bubble!



# GiveGab<sup>®</sup>

Nonprofit Giving Platform

# Thank You!

Have questions? Email us at [customersuccess@givegab.com](mailto:customersuccess@givegab.com)

www.GiveGab.com