grow your gift on November 15 give BIG lexington

NONPROFIT TOOLKIT
Give BIG Lexington Nonprofit Toolkit

On November 15, 2012 from 12:00 a.m. to midnight, the Lexington Community Foundation will host the second Give BIG Lexington – one of the biggest giving days in this area. Our goal is to turn out hundreds of new and returning individual donors to help support your organization, and we’ll boost their donations to your nonprofit even further thanks to Lexington Community Foundation and those who support the Foundation's Key event each year.

To learn more about the event, be sure to view the additional information at http://www.lexfoundation.org/events/Give-BIG-Lexington

Don’t forget! In order for donations to your nonprofit to qualify for the partial match:

- They must be made via your organization’s page on Lexington Community Foundation’s online Give BIG Lexington website between 12:00 a.m. to midnight on November 15; or
- Be made in person at the Lexington Community Foundation office - 607 N. Washington during the regular office hours of 8:00 a.m. to 5:00 p.m. on November 15
The donations and partial matching funds your organization receives during Give BIG Lexington will rely largely on what traffic you drive to your donation page. This guide includes quick and easy tips to help you garner support and make the most out of the Give BIG Lexington challenge.

In order to minimize confusion and maximize the effectiveness of this event, we ask that all nonprofits and sponsors wait until the week of October 15 to start rallying support for Give BIG Lexington.
BEFORE OCTOBER 15 | Plan for Give BIG Lexington

Create Your Lexington Community Foundation Giving Center Profile

Jawna will meet with you one-on-one and go over the information to be placed on your organization’s page on Razoo. She will set up the page and share with you how it will work on November 15 and for the next year. When you meet you will need to bring, a CD or flash drive with any pictures you would like on your page, your organization’s logo for the page and a simple narrative about the impact of your organization to include on your page. In order to save time, you can email these items to Jawna and she can have them ready to be uploaded to your page. All participating nonprofits should have received an email message from Jawna regarding setting up or updating your online page. If you have not received this email in your “Inbox”, you will need to check your “Spam” folder and also add her to your contacts so that future emails are received without complication.

You can contact Jawna at: jawnakuck@lexfoundation.com

Plan Ahead

Review promotion ideas and select ideas that fit with your organization’s mission and goals:

- Create a timeline for your organization’s Give BIG Lexington activities
- Consider designating a staff member or members to lead your Give BIG Lexington effort
- Share information about Give BIG Lexington with those closest to your organization
- Share information about Give BIG Lexington at staff and board meetings
- Garner additional matching funds from your board or other major donors
Facebook / Twitter

This guide is not meant to get you started from scratch with social media. There are plenty of great resources on the web for quickly getting started including Facebook’s nonprofit “get-started” guide: http://www.facebook.com/nonprofits?sk=app_17037175766.

Once you get going, be sure to connect and “Like” the Lexington Community Foundation to keep up-to-date as November 15 approaches at: http://www.facebook.com/LexingtonCommunityFoundation.

Make it easy for people to find you and become a fan of your organization on Facebook and follow you on Twitter! Add your Facebook and Twitter account links to your **emails, email footer signatures, E-newsletters, websites** and **print materials** right away and ask staff, board members and friends to get connected.

**SAMPLE EMAIL / E-NEWSLETTER MESSAGES**

Have your friends and family “Liked” us on Facebook yet? Share our page and help us spread the word about our good work. Show your support! http://www.facebook.com/YOUR_URL

Follow us on Twitter http://www.twitter.com/YOUR_URL

"Like" Us on Facebook http://www.facebook.com/YOUR_URL
Print Publications
Do you have some materials on their way to the printer for a late October or early November distribution date? Include information on Give BIG Lexington in recognition letters or other donor publications.

SAMPLE DONOR RECOGNITION / PUBLICATION MESSAGE
“Can we count on your support for the Lexington Community Foundation's Give BIG Lexington challenge on November 15? Plan on rallying your friends and supporting your favorite charity (us!) as part of one of the biggest days of giving in this area. Start now by "Liking" us on Facebook and stay tuned for details! http://www.facebook.com/YOUR_URL"

OCT 15 – NOV 14 | Build Momentum for Your Nonprofit

Website & E-Newsletters
Include a news item on your organization’s blog, homepage and/or in your e-newsletter.

SAMPLE BLOG / HOMEPAGE / E-NEWSLETTER MESSAGE
“Can we count on your support for the Lexington Community Foundation's Give BIG Lexington challenge on November 15? Plan on rallying your friends and supporting your favorite charity (us!) as part of one of the biggest days of giving in this area. Start now by "Liking" us on Facebook and stay tuned for details! http://www.facebook.com/YOUR_URL"

Post a Give BIG Lexington button or banner on your website homepage and link it to your organization's page on the Give BIG Lexington website. Website buttons and banners can be downloaded from the Give BIG Lexington site starting mid-October at: http://www.giveBIGlexington.Razoo.com

SAMPLE WEBSITE BUTTON MESSAGE ON YOUR HOMEPAGE
“Can we count on your support for the Lexington Community Foundation's Give BIG Lexington challenge on November 15? Plan on rallying your friends and supporting your favorite charity (us!) as part of one of the biggest days of giving in this area. Then click on our Give BIG Lexington button to make a donation on November 15!"
Email Signatures
Use email signatures to build your Give BIG Lexington audience.

SAMPLE EMAIL SIGNATURE
"Can we count on your support for the Lexington Community Foundation’s Give BIG Lexington challenge on November 15? Plan on rallying your friends and supporting your favorite charity (us!) as part of one of the biggest days of giving in this area. Start now by “Liking” us on Facebook and stay tuned for details!  http://www.facebook.com/YOUR_URL"

Email
A personalized email focused on Give BIG Lexington can be a great way to draw attention to your organization’s friends and followers. A full-length sample email message will also be available on the Lexington Community Foundation’s Give BIG Lexington Nonprofit Resources page in mid-October at: http://www.giveBIGlexington.razoo.com.

Social Media
Encourage your Facebook followers to also “Like” Lexington Community Foundation on Facebook where they can get updates and follow up with reminders on your Facebook page, several times per week. Start to mention, Lexington Community Foundation and Give BIG Lexington in your posts.

To have your posts link to our Facebook page when you “mention” Lexington Community Foundation, you will do so by typing @Lex, a drop down will appear and you will click our page. Then you will continue typing your message. An automatic link directly to our Facebook page becomes part of your message.

SAMPLE MESSAGES
(this is what you will type)
We’re excited that our organization will be part of one of the biggest days of giving in this area on November 15 with the Lexington Community Foundation’s Give Big Lexington. Learn more by “Liking” @Lex (click on LCF’s page) on Facebook.

(this is what will post)
We’re excited that our organization will be part of one of the biggest days of giving in this area on November 15 with the Lexington Community Foundation’s Give Big Lexington. Learn more by “Liking” Lexington Community Foundation on Facebook.

(this is what you will type)
Did you know if you donate through Give Big Lexington on November 15, you could be helping the organization you support win up to $2,500 in bonus grants from @Lex (click on LCF’s page)?

(this is what will post)
Did you know if you donate through Give Big Lexington on November 15, you could be helping the organization you support win up to $2,500 in bonus grants from Lexington Community Foundation?
Encourage your Facebook community to RSVP for the Give BIG Lexington Facebook event. Individuals who RSVP to the Give BIG Lexington Facebook event will receive periodic reminders about the event. To RSVP click on “Events” on the Lexington Community Foundation Facebook page, click on the Give Big Lexington event then all you need to do is click “Attending”.

**SAMPLE REMINDERS**

Have you RSVP’d yet? @Lex (click on LCF’s page, see page 6 for directions) has created a Give Big Lexington Event through Facebook. Your support on November 15 will give us a chance to stretch any donations made on that day thanks to additional funds from the Lexington Community Foundation. RSVP for Give Big Lexington!

http://www.facebook.com/events/476132812411212/#!/events/476132812411212/

Give Big Lexington challenge will make it possible to match donations to us that day!

**November 15 | Give BIG Lexington!**

**Social Media**

Remind your social media communities to participate throughout the day.

**SAMPLE FACEBOOK POST**

Today is the day for Give Big Lexington! Donations made to (your nonprofit’s name) through the Lexington Community Foundation’s website will be partially matched thanks to the Lexington Community Foundation. Make a donation, rally your friends and be a part of the biggest day of giving in this area! Make your gift online at: www.giveBIGlexington.razoo.com

Encourage your social media community to share information about Give BIG Lexington with friends.

**SAMPLE MESSAGES**

We’d love to get the most donations during Give BIG Lexington! Tell your friends & help us reach our goal! Send them to visit www.giveBIGlexington.razoo.com and re-tweet or forward this!

The organizations that receive the greatest number of donations from unique donors will win bonus grants from the Lexington Community Foundation.

PLEASE help us win!
Highlight donors using social media by thanking those for giving by posting it to your organization’s Twitter or on your organization’s Facebook wall.

**SAMPLE FACEBOOK POSTS**

(Insert name) donated to us for Give BIG Lexington challenge!

4 hours left and we’ve gotten XX donations! Keep ’em coming!

Lexington Community Foundation’s Give BIG Lexington challenge stretches your donation today ONLY! Rally your friends and support (YOUR ORGANIZATION).

Visit [www.giveBIGlexington.razoo.com](http://www.giveBIGlexington.razoo.com)

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**AFTER Give BIG Lexington | Follow Up**

**Social Media**

Thank your social media communities.

**SAMPLE MESSAGES**

Thank you to everyone who contributed to [insert your organization] via Give BIG Lexington!

Thanks to everyone for your support through Give Big Lexington, yesterday. We love our community and supporters!

**Letter or Email**

Donors who give online will automatically receive a donation receipt and generic thank you from Razoo. When Lexington Community Foundation receives the online donor information, we will send a personalized thank you to each donor. Lexington Community Foundation will send each offline donor a personalized thank you and receipt. Then we will distribute the donations and donor information to your organization, you should send out a personal/hand-written letter of thanks to each donor, thanking them for their support. The thank you letter is a great time to give the donors an update on total donations received, amount of match funds and how your organization did in the grant challenge.

If you have additional questions about outreach and promotions for Give BIG Lexington, please contact us at: jawnakuck@lexfoundation.com