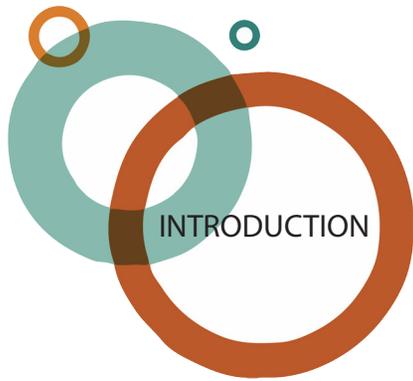




OMAHA GIVES!

*powered by the Omaha Community Foundation*

Nonprofit Marketing Toolkit



Thank you for being a part of this community celebration. Whether this is your first year or fifth as a part of Omaha Gives!, we believe there is always room to build upon your marketing efforts around the giving day event. After all, **the day is special because of what you put into it.**

A FEW KEY POINTS:



**Understand the importance of messaging and spend some time with it.** When reaching out to the community, you should anticipate what will resonate with your audience, be able to answer the question “why should I give to them?”, and identify instances where the messaging can be tailored to successfully reach various audiences. Put yourself in their shoes and think about what will excite them, what is important to them and will move them to donate.



**Use Omaha Gives! as an ongoing communications tool.** The purpose of the giving day stretches far beyond the day itself. Before the event is a great reason to reach out to the community, and afterwards, you have a pool of donors you didn't before. Be sure to thank them and take steps to grow the relationship. Let them know what resulted from the donations, and eventually donors can develop into long-term supporters and advocates.



**Set your organization up for success.** If you are new to social media, it's rare to cultivate a large following in a short period of time—so get acquainted with spending a few minutes per day learning the ropes. While it's good to dream big, you may not reach your desired funding goal in the first year, and perhaps not all of your circle will donate or set up cheer pages.

# TIMELINE/CHECKLIST

PLANNING AHEAD

## 2 MONTHS OUT (IT'S NEVER TOO EARLY!)

- Brainstorm social media content ideas. If you're going to launch any new platforms (e.g. start a Facebook, Twitter, or Instagram), this would be the time.
- Think about who you know who may want to create a cheer page for your organization, and reach out.
- Make sure your entire office knows about Omaha Gives! so they can answer any incoming questions. Get your staff and volunteers involved!

## 3-4 WEEKS OUT

- Step up your communications through email, newsletters, social media, and other channels you currently use.
- Let people know they can schedule gifts May 1-May 23, or they can schedule a gift AND play on the big day for maximum fun.
- Do you have an event in May? Use this opportunity to promote Omaha Gives and remind your donors to give big on May 24th!
- Continue to ask your supporters to help spread the word with their networks, perhaps through a cheer page.
- Plan and create email blast templates for use leading up to Omaha Gives!
- If you haven't already, now's the time to send a postcard/ mailing reminding people about the big day.

# TIMELINE/CHECKLIST

THE BIG DAY

## 1 WEEK OUT

- Start your countdown to the event via email and social media.
- Talk to your audiences about why Omaha Gives! is important to your organization.
- Make sure everyone is invited to any events you are planning for May 24th.

## 1-2 DAYS OUT

- Remind your donors by email and social media.
- Emphasize your goals and make calls to action directing them where to give and promote giving at all hours to increase your chances for prize money.
- Ask for help spreading the word.
- Make it clear how to give. Direct your supporters to your profile on OmahaGives.org.

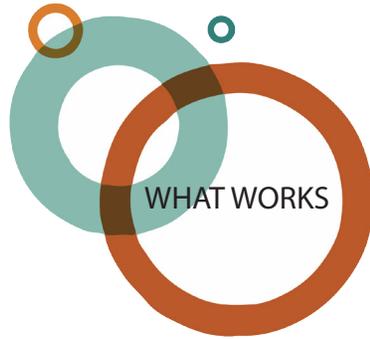
## DURING OMAHA GIVES!

- Update your donors regularly on your fundraising progress. Remind them of your prize and contribution goals.
- Include specific asks throughout the day in your communications and emails. Ask people to spread the word to their friends.
- Wave the flag! Let your participation be known and use storytelling to encourage people to give. The louder you are this day on both social media and in a physical realm in Omaha, the more successful you will be.

## AFTER OMAHA GIVES!

- Announce your totals on social media.
- Send out broad thank you communications and plan targeted thank yous to those who gave to your organization during Omaha Gives!
- Make a plan to engage Omaha Gives! donors throughout the year.





## SOCIAL MEDIA & OMAHA GIVES!

All Omaha Gives! donations are made online, which means social media will play an important role in your organization's visibility on May 24.

Additionally, the website makes it easy for donors to share to their social media followers when they give. Strategize a media plan for the weeks leading up to Omaha Gives! as well as the day of the event. If you are not currently on social media, we recommend first focusing on Facebook.



### FACEBOOK

The best posts include photo or video with a succinct message, though you have the freedom to write longer-form posts.



### TWITTER

Keep it short and tweet often. A consistent feed will keep your organization visible.



### INSTAGRAM

As a photograph-oriented platform, it's best to post just that: eye-catching photo and video.

## BEST PRACTICES

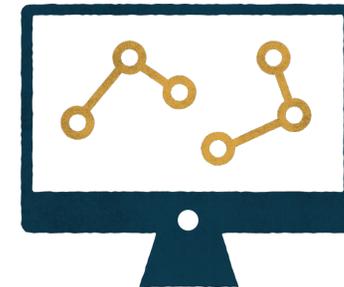
- **Explain how a donor's money will be put to use**, and show examples.
- **Engage your volunteers.** Ask staff, board members, volunteers, and people you serve to be Facebook ambassadors on May 24th by sharing your updates and rooting for you throughout the day.
- **Post often.** Share creative attention grabbers, photos, and stories. Post updates about the amounts raised by your organization, any prizes won, and what a difference the funds raised can make for your organization. Consider using a theme throughout the day.
- **Think visually.** Photos and posts with links are much more likely to be seen and shared. If you are hosting an event—post images in real time! Write short, clear messages.
- **Follow the Omaha Community Foundation Facebook, Twitter, and Instagram.** We will be very active on social media leading up to and on May 24th. Share what we post and connect with other participating nonprofits. Change your cover photo to the Omaha Gives! logo to show your involvement.
- **Create a Facebook event for May 24.** Even if your organization is not hosting a physical event during Omaha Gives!, sending out an invitation to participate in the giving day to your followers will get the day on their calendar and remind them to give. Don't forget to be very specific and include your organization's name in the event title!
- **Use #OmahaGives in all your social media posts!** We will be tracking this hashtag closely and curating content from it throughout the day. Using #OmahaGives will allow us to easily repost your successes and cheer you all on.
- **Add Omaha Gives! visuals to your social media profiles** and make sure you link your Omaha Gives! organization profile prominently, both on your social media profiles and on your posts.



***Remember, be creative, make a plan, and have fun with it—this is a great opportunity to increase your social media following and connect with others in the community!***

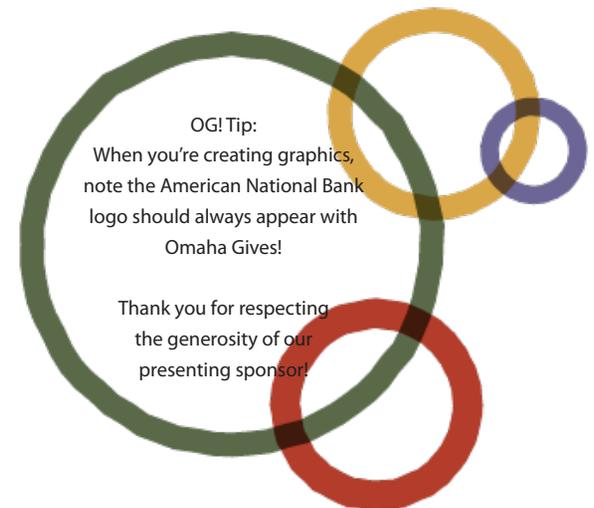
## E-NEWSLETTERS, BLOGS, AND EMAIL BLASTS

- Send e-newsletters or write a blog post about Omaha Gives! and your participation in the day.
- Share stories about what you hope to accomplish with funds from Omaha Gives!
- Add links to your organization's profile on OmahaGives.org to your organization's website.
- If you have an email list, we recommend using a mail service like MailChimp, Campaign Monitor, Constant Contact, etc.
- Be wary of sending too many email blasts in the weeks leading up to Omaha Gives! Choose your messaging and dates wisely.



## USE THE BRANDED GRAPHICS GENEROUSLY

Whenever possible, use an image or graphic along with your text-based social media posts. The Omaha Gives! logo, as well as a number of Omaha Gives! branded graphics are available for download on the Toolkits page at OmahaGives.org. Anyone and everyone has access to these graphics—for free!—including your staff, board members, and donors. Encourage them to use the graphics as much as possible.



# ENCOURAGE CHEER!

A cheer page is an online platform hosted on the Omaha Gives! website that allows individuals outside of a nonprofit to show support for one. Users create cheer page campaigns with a headline, photos, and their personal story of why they support a particular organization. They choose a personal fundraising goal—usually between \$200 and \$2,000—generate a shareable URL, and start spreading the word on their networks. This is an excellent way to donate time and talent to a favorite nonprofit.

Encourage your key supporters to consider creating a cheer page in support of your nonprofit. The process is simple and allows for a much more personalized support approach that can advocate for donations and show tangible results.

But start early! Cheer pages are submitted and approved by the nonprofit they're associated with, and the approval process closes on May 19, 2017. There is a **Create a Cheer Page** button on every nonprofit profile.



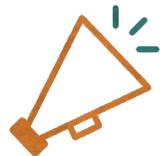
## CHOOSE

Pick a favorite nonprofit and set a fundraising goal.



## CREATE

Set up your cheer page and track your progress.



## CHEER

Get loud and rally folks to give.



## CELEBRATE

Have fun and say thanks as you meet your goals!



## ADDENDUM: SAMPLE COMMUNICATIONS

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We have put together some generic samples of Facebook posts, Tweets, and email communication you can use to educate your fans and donors about Omaha Gives! These are pretty generic, so we encourage you to customize to your organization's voice and goals during Omaha Gives!



- We are excited to be a part of the metro area's charitable holiday - Omaha Gives! on May 24! Learn more at OmahaGives.org and get ready to prove how generous Omaha can be!
- Want to make your Omaha Gives! donations ahead of time? You can schedule gifts at OmahaGives.org between May 1 and May 23.
- On May 24, the Omaha Community Foundation is challenging you to support to your favorite causes by donating during Omaha Gives! [YOUR ORGANIZATION] has the chance to win prizes for donations received. Save the date and get ready to give! OmahaGives.org
- Just X days until Omaha Gives! Learn more and donate - OmahaGives.org.
- We have already raised [X AMOUNT] through Omaha Gives! You still have [X HOURS] left to give! Support [YOUR ORGANIZATION] and help us win an hourly prize by giving into the wee hours. OmahaGives.org
- Thanks to you we have raised [X AMOUNT] in just [X HOURS]! There is still time left to show your support - visit OmahaGives.org to give! #OmahaGives
- We are shooting to win the [HOURLY] drawing! Give to [YOUR ORGANIZATION] from [HOUR-HOUR ex - 2AM-3AM] to increase your chances of having \$1,000 added to your donation! #OmahaGives
- We are proud to be a part of #OmahaGives on May 24. Get ready to give! OmahaGives.org



- We're excited to be a part of the metro area's charitable holiday - #OmahaGives! on May 24! Learn more at OmahaGives.org
- Want to make your Omaha Gives! donations ahead of time? You can schedule gifts at OmahaGives.org between May 1 and May 23.
- Just X days until #OmahaGives! Learn more and donate - OmahaGives.org.
- On 5/24, @omahafoundation is challenging you to support to your favorite causes during #OmahaGives! Help us win prizes for the \$ donated!
- Thanks to you we've raised [X AMOUNT] in just [X HRS]! There's still time left to show your support - visit OmahaGives.org! #OmahaGives
- We're trying to win the [HOURLY] drawing! Help us by giving from [HOUR-HOUR ex - 2-3AM] to up your chances of having \$535 added to your donation! #OmahaGives



Instagram is the place to post photos, graphics, or even try creating an Instastory! Post photos of any events you're hosting throughout the day, use infographics or simple text images to tell a story or update your followers on how much you have raised. Don't forget to use hashtags, including #OmahaGives to help users find you and your content!



## ADDENDUM: SAMPLE COMMUNICATIONS

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### NEWSLETTER

[YOUR ORGANIZATION] is proud to be participating in Omaha Gives!, a 24-hour charitable challenge organized by the Omaha Community Foundation. The online giving holiday will take place May 24 from midnight to midnight. Mark your calendars because we will need your help! We will be joining more than 800 local nonprofits to raise money together and compete for prize money—the more donors we get to give to us, the more likely we are to win prizes.

Omaha Gives! is a community-wide event to show off Omaha's spirit of giving, raise awareness about local nonprofits, and celebrate the collective effort it takes to make this city great. Learn more at [OmahaGives.org](http://OmahaGives.org).

How can you help [YOUR ORG] during Omaha Gives!?

- Save the date. May 24, 2017 will be a great day of generosity in Omaha. Get excited and ready to share your enthusiasm for [YOUR ORG] throughout the day.
- Schedule a gift! For your convenience, you can schedule gifts between May 1 and May 23. We encourage you to donate early if you cannot participate on May 24.
- Donate to us on May 24!
- Spread the word! Tell your friends that you will be giving to [YOUR ORG] during Omaha Gives! on May 24 and that you need their help.
- Post about Omaha Gives! on your social media pages. Let your friends and followers know how they can give and how their donations can help us win prize funds. Don't forget to use #OmahaGives
- Cheer us on! On May 24, watch the leaderboard on [OmahaGives.org](http://OmahaGives.org) and stay up-to-date on our progress via social media.
- Thank you for your support! Thank you for your ongoing support of [YOUR ORG]. We can't wait to see the Omaha community band together again to give big.

### ABOUT OMAHA GIVES!

Omaha's 5th annual 24-hour charitable challenge is happening on May 24. The giving begins at midnight with a minimum \$10 donation and hourly drawings and prizes make your donations go further. So start gathering your circles and get ready for another great big give-together!

Omaha Gives! is organized by the Omaha Community Foundation to grow philanthropy in Douglas, Sarpy, and Pottawattamie counties. Omaha Gives! inspires the community to come together for 24-hours to give as much as possible to support the work of public 501(c)(3) nonprofits in the metro area.

### ABOUT THE OMAHA COMMUNITY FOUNDATION

The Omaha Community Foundation connects people who care about our community with the people and nonprofits who are doing the most good here. The Foundation simplifies giving and provides tools for donors to do more with their gifts. They support nonprofits through grant programs, a Nonprofit Capacity Building program, and Omaha Gives!

The Omaha Community Foundation is proud to let good grow in Omaha by helping more than 1,400 donors facilitate their charitable giving. Since the Foundation's inception in 1982, donors have granted almost \$1.4 billion to area nonprofits, supporting more than 3,000 local charities. For more information on the Omaha Community Foundation, visit [www.omahafoundation.org](http://www.omahafoundation.org) or call (402) 342-3458.