



Tips for Employee Engagement

We've put together some helpful tips & tricks to get your employees excited about Omaha Gives! We hope it helps your company to make this year's giving day better than ever.

Host a donation station on site

Host a giving location in your building. Post visual reminders and have computers and devices available to help employees give on the spot. If your company is in a shared building or office park, host a donation station in a shared common area to attract your employees and employees from other companies alike.

Host favorite nonprofit partners on-site on May 25

Remind your employees what Omaha Gives! is all about. You can use this charitable holiday as a way to build employee awareness about your company's signature nonprofit partners, while also encouraging employees to give to charities that are near and dear to their own hearts.

Encourage employees to volunteer at giving locations

Encourage your employees to use their volunteer time off (if applicable) at our donation locations throughout the metro area. Omaha Community Foundation will post a list of all Omaha Gives! events at OmahaGives24.org.

Make it competitive

Set up a local competition within your building or office location and coordinate with your colleagues from other companies. See who can raise the most funds in a certain hour or throughout the day.

Involve your CEOs & executives

Studies show that executive involvement encourages employee engagement – seeing their supervisor or senior executive enthusiastic about the day will let employees know that the company supports the event, leading to greater probability of employee support.

Even better, encourage your executives to create a giving day competition. See who can get the most employee involvement in their business units or divisions, and track it in a visible location.

Communicate. Communicate. Communicate.

Use the sample communications, from emails to social media posts, to share information about Omaha Gives! with your networks. Encourage your local nonprofit partners to register for the event and attend the information and training sessions. Ask employees to spread the word to their friends, families and favorite nonprofits. Inspire your company to get involved by hosting a giving station, a nonprofit event or simply spreading the word via social media.



Sample Social Media Posts for Facebook/Twitter/LinkedIn

MAKE GENEROUS USE OF IMAGES!

Consider using a photo or graphic along with your text-based social media posts. The Omaha Gives! logo, as well as a number of branded graphics are available for download on the Toolkits page at OmahaGives24.org. Anyone and everyone has access to these graphics—including your employees. Encourage them to use them, too!

3-6 WEEKS OUT:

- It's back! Omaha Community Foundation is hosting the 4th annual #OmahaGives at OmahaGives24.org on May 25.
- Have you heard about the metro-area's 24-hour giving holiday #OmahaGives? Learn more at OmahaGives24.org.
- You can schedule your #OmahaGives donations early! Go to OmahaGives24.org April 1-May 24 and click Donate. It's quick and convenient and ensures you won't forget!
- When is a dollar worth more than a dollar? When every dollar donated is amplified by bonus dollars to grow more good. Support your favorite metro-area nonprofits at OmahaGives24.org.

1 WEEK OUT:

- Omaha's favorite charitable holiday, #OmahaGives, is happening in just ONE WEEK! Give now and on the big day at OmahaGives24.org
- #OmahaGives is just one week away – how will you support your favorite Omaha-area #nonprofits? Schedule a gift now or give on May 25 at OmahaGives24.org
- Golden opportunity to maximize your support to your favorite #nonprofits. #OmahaGives is May 25. Schedule early donations or give on the big day at OmahaGives24.org
- Don't miss the most exciting fundraising event in Omaha. It's only a week away! #OmahaGives is a 24-hour online fundraising event to support local nonprofits. OmahaGives24.org.

DAY OF EVENT:

- Today is #OmahaGives! Take advantage of the matching opportunities by donating to your favorite area nonprofits at OmahaGives24.org
- Support <Company Name>'s local community partners and help them win bonus dollars and prizes with an online donation at OmahaGives24.org
- Today is the day to play! Omaha's 24-hour online giving day is happening now at OmahaGives24.org #OmahaGives
- Make your donation go even further today with bonus dollars and prizes when you give to your favorite nonprofits during #OmahaGives. OmahaGives24.org



E-Blast Template to Employees – one month out

When is a dollar worth more than a dollar? When donations are amplified by bonus dollars and prizes for even more community impact.

On May 25th, our community will come together for Omaha Gives! and we need YOU to join us. It's the fourth year of a full 24 hours dedicated to giving—and it's your chance to make a real difference, right here in our own community. Last year, over 20,000 people raised \$8.8 million for 704 nonprofits.

There are bonus dollars available to local nonprofits, and with your involvement, we can do more good than ever for our favorite charities.

You can join <Company Name> in supporting our local community on this giving day in a variety of ways:

- **Communicate** – Reach out to your favorite metro-area nonprofits and ask how your organization can support their fundraising efforts.
- **Ambassador** – Share this opportunity with your networks – be sure to use the hashtag #OmahaGives
- **Donate** – Support your favorite local nonprofits on May 25th with an online donation at OmahaGives24.org
- **Donation station:** <Company Name> will be hosting on-site donation stations at <location>, to make it even easier to give on May 25th. Come join us and participate in Omaha Gives!
- **Hosting nonprofit event:** <Company Name> will be hosting our signature partners on site from <time window>, offering employees the opportunity to learn about our community partners, and to make a donation to their favorite local organization.
- **Challenge Funds for nonprofit partners:** Your support for <Company Name>'s community partners will go further today - <Company Name> is offering Challenge Funds as a giving incentive for our <Nonprofit Partner>. Join us in supporting them!

For questions about Omaha Gives!, and how you can get involved, please contact <Company Contact>

Best regards,

<Company Contact Signature Line>



E-Blast Template to Employees – one week out

Subject Line: Omaha Gives! is coming up May 25th

The big day is almost here!

On Wednesday, May 25th, our community will come together for Omaha Gives! and we need YOU to join us. It's 24 hours of charitable giving—and it's your chance to make a real difference, right here in our community.

Join <Company Name> in supporting our local community on May 25th, by donating to your favorite organizations online at OmahaGives24.org.

<Insert any relevant details about donation stations, nonprofit events, or fundraising drives>.

Last year our community raised more than \$8.8 million for local charities. Let's see if we can do even better this year. See you at OmahaGives24.org!

<Company Contact Signature Line>



Template Blog Post

Last year, Omaha Gives! raised more than \$8.8 million for metro-area nonprofits. On May 25th, our community will come together again and we need YOU to join us. It's 24 hours of charitable giving—and it's your chance to make a real difference, right here in our community.

There are bonus dollars and prizes available for local organizations as part of the giving day, and with your involvement, we can create a new record of fundraising for organizations right in our backyard.

You can join <Company Name> in supporting our local community on this 24-hour giving day, through a variety of ways:

- **Communicate** – Reach out to your favorite metro-area nonprofits and ask how your organization can support their fundraising efforts.
- **Ambassador** – Share this opportunity with your networks – be sure to use the hashtag #OmahaGives
- **Donate** – Support your favorite local nonprofits on May 25th with an online donation at Omaha Gives24.org
- **Donation station:** <Company Name> will be hosting on-site donation stations at <location>, to make it even easier to give on May 25th. Come join us and participate in Omaha Gives!
- **Hosting nonprofit event:** <Company Name> will be hosting our signature partners on site from <time window>, offering employees the opportunity to learn about our community partners, and to make a donation to their favorite local organization.
- **Challenge Funds for nonprofit partners:** Your support for <Company Name>'s community partners will go further today - <Company Name> is offering challenge funds as a giving incentive for our <Nonprofit Partner>. Join us in supporting them!
- **Matching opportunity on donation:** <Company Name> is offering a <donation amount> to the <xth donation OR xth donor> as part of the Omaha Gives! campaign. Donate to your favorite local organization – your organization could be the lucky winner!

For questions about Omaha Gives! and how you can get involved, please contact <Company Contact for Omaha Gives>.