



**CELEBRATING
5 YEARS!**

OMAHA GIVES!

powered by the Omaha Community Foundation

OmahaGives.org

Hey nonprofits,
it's time for Step 2!

**- 1 -
REGISTER**



**- 2 -
LEARN**



**- 3 -
PLAN**



**- 4 -
PROMOTE**

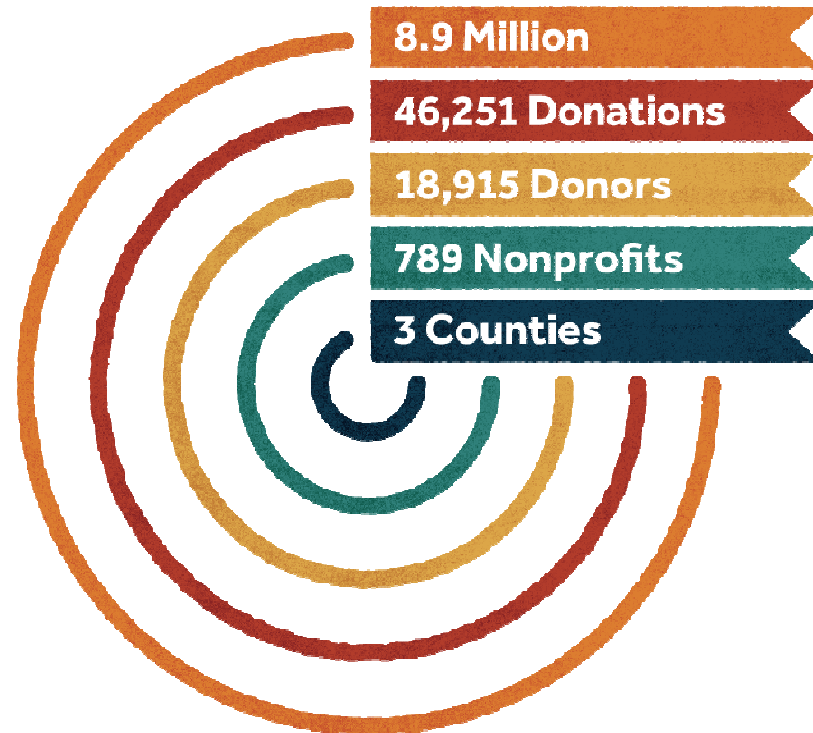




OMAHA GIVES!

powered by the Omaha Community Foundation

Thank you for
raising over
\$27 MILLION
since 2013!



2016 Results

#OMAHAGIVES :: OMAHAGIVES.ORG



OMAHA COMMUNITY FOUNDATION

We inspire philanthropy to create a thriving community for all.

NONPROFITS

We strengthen nonprofits through our nonprofit capacity building and grant programs.

DONORS

We expand giving opportunities for donors through charitable account services, planned giving, and donor resources.

COMMUNITY

We bring the community together around giving through Omaha Gives! and The Landscape.



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OMAHA GIVES!

powered by the Omaha Community Foundation

Celebrating
lots and lots
of small gifts!



#OMAHAGIVES :: OMAHAGIVES.ORG

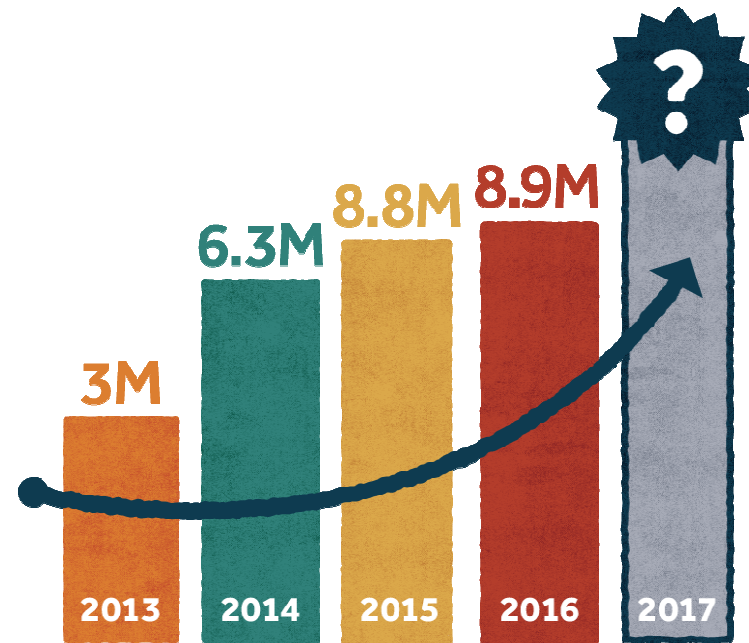


OMAHA GIVES!

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\$1 million in new giving!

33% of donations were first-time gifts to an organization.



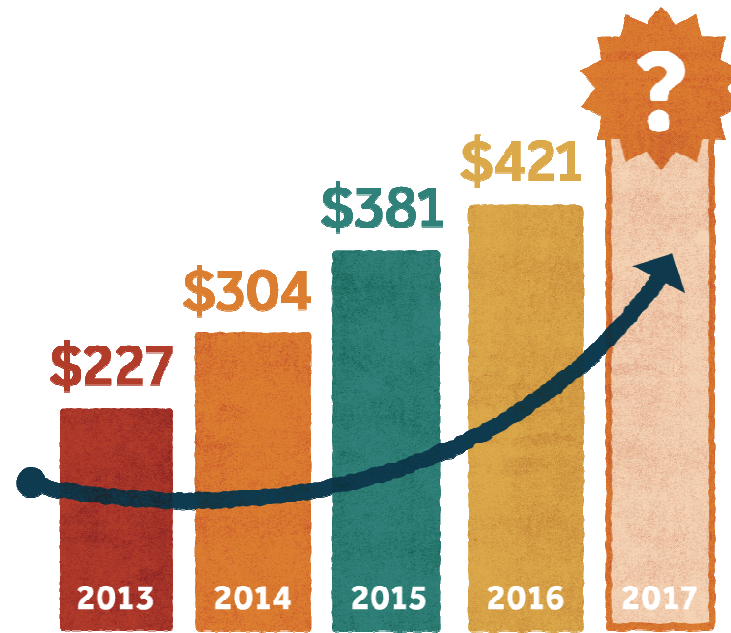
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OMAHA GIVES!

powered by the Omaha Community Foundation

Donors are giving to more organizations and the average donation continues to go up!



Average Donation per Donor

#OMAHAGIVES :: OMAHAGIVES.ORG



THE DETAILS!

- Wednesday, May 24 – Midnight to Midnight
- Online donations at OMAHAGIVES.ORG
- Minimum donation of \$10.00
- Prizes make gifts go further!



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KEY DATES

MAY 1 :: Scheduled donations begin

MAY 1 :: No more edits to profiles

MAY 1 :: Challenge Fund forms due

MAY 19 :: Approve all cheer pages

MAY 24 :: Omaha Gives!

JULY 15 :: Omaha Gives! checks



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OMAHA GIVES!

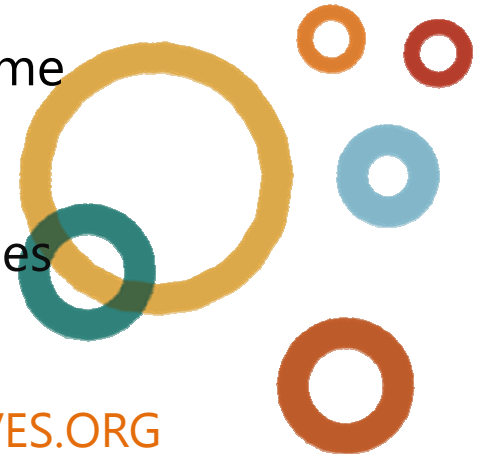
powered by the Omaha Community Foundation

OMAHA GIVES! ADMIN DASHBOARD

Your own command center for the event!

- **General information** :: edit your nonprofit information
NEW! add more service areas **AND** create a unique URL to link directly to your profile
- **Multimedia** :: add photos + VIDEOS (*YouTube links only*)
NEW! drag & drop to change the order of your photos
- **Events** :: tell us about your event so we can share it
- **Donation Info** :: track your donations in real time
- **Challenge Funds** :: submit your form online
- **Cheer Pages** :: approve and monitor cheer pages

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SELECT YOUR SERVICE AREA

Overview **General Information** Multimedia Events Donation Information Challenge Funds Cheer Pages ⁴

General

 edit

* Please select ONE category that best describes your organization's mission

Community Improvement

Are there other programmatic areas where your organization is working?

- Select --
- Animal
- Arts & Culture
- Community Improvement
- Education

← You can select additional program/service areas!

URL Link [?]

http://omahagives.org/

↑ You can create a unique URL for your organization's profile!



BUILD YOUR OMAHA GIVES! PAGE

Tell your story!

- **Description** :: why someone should support you (SEARCH!)
- **More about us** :: share more details about your work
- **Testimonials** :: let others talk about your work
- **Photos + VIDEOS!** *(YouTube links only)*
- Donation Ticker on May 24 showing how much you've raised
- *Editing must be completed by **MAY 1ST***

#OMAHAGIVES :: OMAHAGIVES.ORG





BUILD YOUR OMAHA GIVES! PAGE

A major piece of your campaign!

- **When writing your page and choosing photos and video, consider:**
 - What has motivated people to give in the past?
 - What will resonate with the audience you want to reach?
- **Incorporate these findings into the story you're telling.**



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LOTS OF WAYS TO WIN!

- Hourly Prizes – Doubled!
- Participation Prizes
- ~~Bonus Dollars~~



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powered by the Omaha Community Foundation

HOURLY DRAWINGS

We've doubled the number this year!

\$25,680 from Steaks for Good
from Omaha Steaks

Each hour, **two donations** will be randomly selected to have an additional \$535 added to them.



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PARTICIPATION PRIZES

**\$90,000 to 45 organizations
attracting the most donors!**

- Awarded to top 5 nonprofits in 3 separate size categories during 3 8-hour time periods.
- Based on most unique donors within the time category, *NOT* cumulative throughout the day.

3 TIME CATEGORIES	SMALL (Less than \$100,000)	MEDIUM (\$100,000–\$500,000)	LARGE (Over \$500,000)
1st - 8am	3,000	3,000	3,000
2nd - 8am	2,500	2,500	2,500
3rd - 8am	2,000	2,000	2,000
4th - 8am	1,500	1,500	1,500
5th - 8am	1,000	1,000	1,000
1st - 4pm	3,000	3,000	3,000
2nd - 4pm	2,500	2,500	2,500
3rd - 4pm	2,000	2,000	2,000
4th - 4pm	1,500	1,500	1,500
5th - 4pm	1,000	1,000	1,000
1st - 12am	3,000	3,000	3,000
2nd - 12am	2,500	2,500	2,500
3rd - 12am	2,000	2,000	2,000
4th - 12am	1,500	1,500	1,500
5th - 12am	1,000	1,000	1,000



But, you can only win *one* prize!

Once a nonprofit has received a participation prize, they will **NOT** be eligible to receive an hourly prize.

If a nonprofit wins a participation prize after winning an hourly drawing, they will automatically receive the larger participation prize and we will redraw that hourly prize!

A screenshot of a Facebook post from the Omaha Community Foundation. The post text, which is circled in orange, reads: "Guess what? We have a new 2PM Omaha Steaks Hourly Prize Winner! The Omaha Public Library Foundation took home a Participation Prize so NOW we get to reward Make-A-Wish Nebraska with a \$1,000 Prize! More prizes, more fun! #OmahaGives". Below the text is a promotional banner for the 2 PM Omaha Steaks Hourly Drawing. The banner has a dark green background and contains the following text: "2 PM" with a clock icon, "OmahaGives24.org #omahagives", "\$1,000 Hourly Drawing Prize Winner:", "Make-A-Wish Nebraska" in large orange letters, and logos for "AMERICAN NATIONAL BANK PRESENTS OMAHA GIVES!" and "STEAKS for GOOD. FROM OMAHA STEAKS".



ACCEPTING DONATIONS

- Online-only through OMAHAGIVES.ORG
- Credit card :: processing fee of 2.99%
- EFT/eCheck :: processing fee of 0.99%
- OCF Account :: NO FEE
- Tax receipts come from OCF, but make sure to send your donors a thank you!

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HOW DO WE FUND OMAHA GIVES?

1. Let Good Grow fundraising
2. Slight increase in processing fee (*2nd lowest in the nation!*)
3. New option at checkout for a small donation to Omaha Gives/OCF

Participating in OG is cheaper than doing it on your own!

*Cost to raise \$1 through OG!: **39 cents***

*Cost to raise \$1 using traditional means: **\$1.25***



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OMAHA GIVES! DONOR PROFILE

This is NOT an OCF account.

Allows individuals to:

- Save favorite nonprofits
- Safely store billing information
- Schedule donations
- Set up recurring gifts!
- Create a personal cheer page!



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SCHEDULED DONATIONS

Individuals can schedule a donation for Omaha Gives!

- May 1 – May 23
- Transaction will not be processed until May 24
- Scheduled donations are not eligible for hourly prizes



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WHY SCHEDULE A DONATION?

- Convenience for you and your donors
- Creates a call-to-action before the day of the event
- Scheduled donations qualify for Participation Prizes!
(Donors must enter their own emails to count for the prizes)
- 13% of donors who scheduled a gift last year also gave on the day of the event!



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RECURRING DONATIONS!

Individuals can support you year-round!

- Located on donation form
- Available year-round
- First installment date must be May 24th to qualify for Omaha Gives incentives. Future installments do not qualify.

Donation Amount

* Donation Amount (\$)

USD

Recurring Donation

* Is this a recurring donation?

No Yes

* 1. First installment date:



* 2. How often do you want this donation to recur?

* 3. When should this donation end?

Date Total Amount Never

First Time Donor

* Are you a first-time donor to this organization?



**CELEBRATING
5 YEARS!**

OMAHA GIVES!

powered by the Omaha Community Foundation

OmahaGives.org

Almost there nonprofits,
it's time for Step 3!

- 1 -
REGISTER



- 2 -
LEARN



- 3 -
PLAN



- 4 -
PROMOTE





WHERE TO START?

- Determine your goals.
- Use what works for your organization.
- Tell specific stories – use IMAGES!
- Expand your marketing incrementally.
- It's all about communication!



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WHAT IS SUCCESS?

- Increase your **CAPACITY**
- Increase your **DONORS**
- Increase your **FUNDING**
- Most importantly, have **FUN!**



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powered by the Omaha Community Foundation

CHALLENGE FUNDS

Nonprofits can raise their own funds to make donations go even further!

Minimum amount \$1,000 :: 3 options for incentives

MATCHING :: Dollar for dollar

STRETCH :: Reach a monetary goal

DONORS :: Reach a donor goal

submit by **MAY 1ST**



#OMAHAGIVES :: OMAHAGIVES.ORG



TIPS ON RAISING CHALLENGE FUNDS

- Recruit your **board members** to provide a pool of funds as part of their commitment to your organization.
- Reach out to your **star donors**, you know the ones.
- Establish or strengthen a **partnership**.
- These funds CANNOT be given through **omahagives.org**

Challenge Funds are one tool of many to promote your organization. These funds are not necessary to be successful in Omaha Gives! and this tool may not be the right fit for your organization's overall fundraising strategy.

#OMAHAGIVES :: OMAHAGIVES.ORG





Thank you to the Iowa West Foundation and the Pottawattamie County Community Foundation!

- Nonprofits serving Pottawattamie County are featured at www.pottawattamiegives.org!
- The Iowa West Foundation has generously provided \$20,000 in Challenge Funds to be shared by nonprofits providing services in Pottawattamie County five days per week or more AND meeting their funding criteria.
- Look for a star and a “Challenge Funds” box to appear on your profiles by **May 1st** to confirm that you qualify for the incentive.

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CHALLENGE FUND EXAMPLES

QLI Omaha

- Dollar for Dollar up to \$6,000
- Partnership with Fusion Medical Staffing

 **QLI** shared Fusion Medical Staffing's post.
May 24, 2016 · 🌐

We want to give a huge shoutout to our good friends at [Fusion Medical Staffing](#), a community partner who has helped create immense positive impact for #TeamQLI.

We are extremely lucky to have Fusion Medical Staffing as our match sponsor for tomorrow's #OmahaGives event.

See what their generous dollar-for-dollar contributions will go toward by visiting <https://www.omahagives24.org/index.php...>

 **Fusion Medical Staffing**
May 23, 2016 · 🌐 Like Page

Omaha Gives starts this Wednesday and we are so happy to be partnering up with our friends at QLI! Set a reminder for yourself to give back! #omahagives



Nebraska Humane Society

- Goal: 1,625 unique donors

 **Nebraska Humane Society**
May 24, 2016 · 🌐

The kittens in our nursery need your help. If 1,625 people donate between NOW and 11:59 p.m. tomorrow (Wednesday) to our #OmahaGives page we'll earn \$32,500 for homeless animals at NHS! \$32,500 will go a long way towards helping the thousands of kittens who will come through our doors this kitten season!

Just \$16 would help provide a single day of care for kittens in our Kitten Nursery! Won't you consider helping: <https://www.omahagives24.org/cats>



7.7K Views



PERSONAL CHEER PAGES

The power of people to use their own voice and network to raise money!
NOT for nonprofits – you already have a profile!

- They can upload photos and a video
- They can create a custom link to the page
- They tell their friends and family why they should support you
- They set a goal and track progress
- **You approve each campaign by MAY 19th**



#OMAHAGIVES :: OMAHAGIVES.ORG



TIPS ON CHEER PAGES

- Recruit your **board members** to create a page.
- Make a personal ask to your biggest supporters – **volunteers or donors**.
- Share your images or videos for them to use on their pages.

Personal cheer pages are one tool of many to promote your organization. These are not necessary to be successful in Omaha Gives! and this tool may not be the right fit for your organization's overall fundraising strategy.

approve by **MAY 19th**



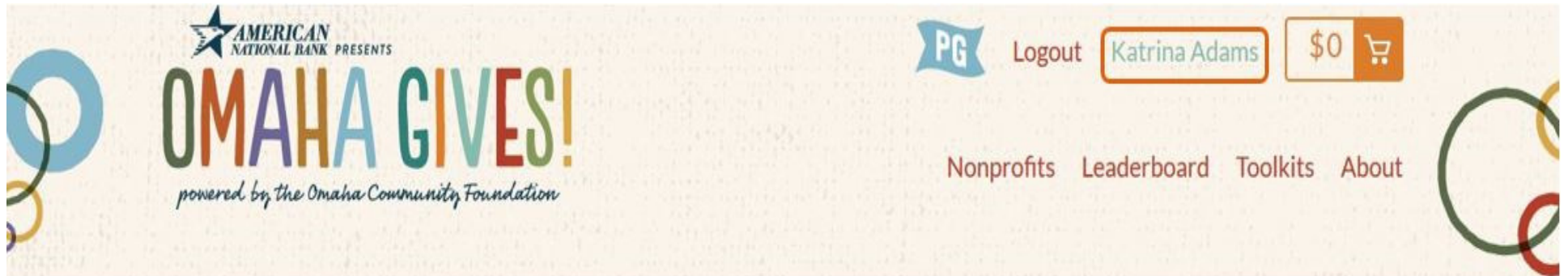
#OMAHAGIVES :: OMAHAGIVES.ORG



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WHERE DONORS SET UP
PERSONAL CHEER PAGES



My Account My Donations Scheduled Gifts Payment Profiles My Favorites **My Cheer Pages**

Showing 4 record(s).

[+ Create A Cheer Page](#)

Title	Organization	Start Date	End Date	Goal (\$)	Campaign Status	
Omaha Gives! 2017	Omaha Community Foundation	05/24/2017	05/24/2017	\$500.00	Approved - Future	Q view
Katrina is Awesome!	Omaha Community Foundation	05/24/2017	05/24/2017	\$500.00	Submitted	Q view
Ally Rocks!	Omaha Community Foundation	05/24/2017	05/24/2017	\$1,000.00	Created	Submit for Approval edit Q view
OG! Cheer Pages	Omaha Community Foundation	03/01/2017	03/31/2017	\$2,000.00	Approved - Current	Q view



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PERSONAL CHEER PAGE EXAMPLE

Name your campaign



Rock the stage!

Maha Music Festival

Add a photo!



Ask for donations

Donate Now

Tell everyone why they should support your nonprofit

Our story really begins with the story of Omaha. This is an under-the-radar kind of place, a hard-working river town in the American heartland. As the great poet Carl Sandburg once described it: "Omaha, the roughneck, feeds armies, cats and swears from a dirty face. Omaha works to get the world a breakfast." Home to a blossoming creative community, including a nationally-recognized independent music scene, Omaha has also been working hard to bring the world a generous helping of art, ideas, and innovation. In 2008, a group of young professionals came together with a collective realization: Omaha needs its own music festival. Maha was born and, we're very pleased to say, the community has rallied behind it. Showcasing emerging local artists and pulling in big national acts, the nonprofit Maha Music Festival continues to grow steadily each year. Basking in the late summer glow, Maha has drawn music fans from 32 states and counting. Our vision is to push beyond the parameters of a traditional music festival and continue to attract fans from all over the country, while celebrating the local community-the people and what they do, what they create and build, and the causes they champion.

Add a video!



Set a goal

Goal:	\$1,000.00
Raised:	\$926.30
Scheduled:	\$0.00

Track your progress

93%



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YOUR CHEER PAGE DASHBOARD

DASHBOARD ORGANIZATIONS

Omaha Community Foundation

Overview General Information Multimedia Events Donation Information Challenge Funds **Cheer Pages ⁴**

Campaigns to be Reviewed

Title Goal (\$) Equal Campaign Status -- Show All -- Campaign Creator Name

Showing 1 record(s).

Title	Campaign Creator Name	Goal (\$)	Start Date	End Date	Campaign Status	
Katrina's Awesome!	Katrina Adams	\$500.00	05/24/2017	05/24/2017	Submitted	Q view edit

Active Campaigns

Title Goal (\$) Equal Campaign Status -- Show All -- Campaign Creator Name



**CELEBRATING
5 YEARS!**

OMAHA GIVES!

OmahaGives.org

powered by the Omaha Community Foundation

Let's go nonprofits,
it's time for Step 4!

- 1 -
REGISTER



- 2 -
LEARN



- 3 -
PLAN



- 4 -
PROMOTE





PROMOTING OMAHA GIVES!

Check out our Toolkits at OmahaGives.org

- Omaha Gives! logo INCLUDING American National Bank logo
- Graphics :: HEARTS! BALLONS! CIRCLES!
- Sample messaging (emails, social media posts)
- Informational materials
- Posters, stickers, etc.



#OMAHAGIVES :: [OMAHAGIVES.ORG](https://OmahaGives.org)



OMAHA GIVES!

powered by the Omaha Community Foundation

CORRECT!



OMAHA GIVES!

INCORRECT

OMAHA GIVES!

*Thank you for respecting the
incredible generosity of our
presenting sponsor!*



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SET YOUR GOAL + PLAN A CAMPAIGN

- Audience :: who will you ask to support your organization?
- Message :: what will you ask them?
- Channels :: how will you reach them?
- Measure :: how will you know you're successful?

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WHAT TOOLS WILL YOU USE?

- Social media :: start early and build your presence
- Email :: limit how many you send
- Newsletters :: include a OG! reminder
- Postcards :: reminder to give
- Your website :: OG! reminder on your landing page
- Events :: ask attendees to give now (*schedule!*)

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WHAT CAN YOU DO TODAY?

- Update your profile photo
- Create a special social media campaign – use IMAGES!
- Add a link to your OG! profile to your email signature
- Target past Omaha Gives! donors
- Recruit your best supporters to set up a personal cheer page
- Be creative, make a plan, & have fun!

#OMAHAGIVES :: OMAHAGIVES.ORG





Opera Omaha @operaomaha · 25 May 2016

Hour 1: Opera Omaha is the only professional opera company in the state of Nebraska. #OmahaGives



Opera Omaha



Opera Omaha added 3 new photos.

Like Page

May 25, 2016 ·

Hour 17: A total of seventeen principal singers made their Opera Omaha debut this season! #OmahaGives



Opera Omaha @operaomaha · 25 May 2016

Hour 2: Two of our three most produced operas are by Puccini. He also wrote LA Fanciulla del West #OmahaGives



Opera Omaha @operaomaha · 25 May 2016

Hour 3: Our 2016-17 season will feature three world-class operas: La Boheme, Cosi fan tutte, and Flight. #OmahaGives





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Omaha Women's Fund @OmahaWomensFund · 25 May 2016
Go time!! #OmahaGives goo.gl/g0X3ES



Omaha Women's Fund

#OMAHAGIVES :

Omaha Women's Fund @OmahaWomensFund · 25 May 2016
We've raised over \$3,000 so far! Thanks for all the love Omaha--keep it coming ❤️
goo.gl/g0X3ES #OmahaGives



Omaha Women's Fund @OmahaWomensFund · 25 May 2016
We've raised \$7,000 from 90 generous donors! Thank YOU!!!!
goo.gl/g0X3ES #OmahaGives



Omaha Women's Fund @OmahaWomensFund · 25 May 2016
Woot! Woot!! We've passed the \$8,000 mark!!
goo.gl/g0X3ES #OmahaGives





OMAHA GIVES!

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WHO?
#omahagives

WHEN?
#omahagives

HOW?
#omahagives

Youth E
Like This

Who benefits from your donation?
Money raised during YES' mission of providing support. With your donation, you help towards the goal of providing support. With the support of your donation, you help towards the goal of providing support.

From now until May 20, we will be answering common questions about Omaha Gives. To support YES during Omaha Gives, schedule your donation now - <http://bit.ly/YESGives15>

Like Comment Share

10

5 shares

Youth E
Like This

When should I schedule my donation?
You can schedule your Omaha Gives donation now or give on May 20. Either way, you are changing the lives of homeless youth in Omaha with your gift.

From now until May 20, we will be answering common questions about Omaha Gives. To support YES during Omaha Gives, schedule your donation now - <http://bit.ly/YESGives15>

Like Comment Share

10

2 shares

Write a comment...

HOW?
#omahagives

WHY?
#omahagives

Youth Emergency Services
Like This Page · May 15, 2015 ·

How will my gift make a difference?
With your donation of as little as \$10, you are providing...
- a young mother diapers for her child
- a youth living on the streets with clean, dry socks
- a youth staying in the shelter a warm meal

Your dollar goes further thanks to a generous \$1-for-\$1 match sponsored by Tip Top Thrift Shop and Paula Mau and Michelle Vorpahl.

To support YES during Omaha Gives, schedule your donation now - <http://bit.ly/YESGives15>

Like Comment Share

15

Youth Emergency Services
Like This Page · May 17, 2015 ·

Why is it important to support Youth Emergency Services?
Your gift lets homeless and at-risk youth know they are not alone and that they have the support of the community to better their lives.

Your dollar goes further thanks to a generous \$1-for-\$1 match sponsored by Tip Top Thrift Shop and Paula Mau and Michelle Vorpahl.

To support YES during Omaha Gives, schedule your donation now - <http://bit.ly/YESGives15>

Like Comment Share

11

Top Comments

12 shares 1 comment



Youth Emergency Services

#OMAHAGIVES :: OMAHAGIVES.ORG



Omaha CHS Foundation @CHSFomaha · 24 May 2016

We are proud to put on the Hall of Fame banquet and honor our greatest educators and alumni #OmahaGives #GoEagles



“ Central is a school rich with history, and I developed some fantastic friendships with teachers and classmates. I have a lot of pride in my school, and it means a lot to be in the Hall of Fame. Anything I can do to help support ongoing activities and the tradition of Central, I try to involve myself in. ”
- Roger Sayers, CHS 1960



#OmahaGives

#CHSEaglesSoarHigher

1 3

Central High School Foundation



Omaha CHS Foundation @CHSFomaha · 26 May 2016

What we do isn't possible without the support from you, Eagle Nation. Thank you! #OmahaGives



EAGLE NATION ANSWERED THE CALL

THANK YOU!



1st Place
Medium Organization
Most Money Raised

4 9



Omaha CHS Foundation @CHSFomaha · 23 May 2016

Learn what Fadumo Mohamed plans to do with an endowed scholarship from the CHSF #OmahaGives #CHSEaglesSoarHigher



“ I hope I can make the world a better place. I am majoring in International Studies, and I believe that this career will let me make a difference and become a good leader. I am sincerely grateful for being named the recipient of the Robert Spire scholarship. I promise you that I will work very hard and eventually give back to other future students. ”
- Fadumo Mohamed, CHS 2015



#OmahaGives

#CHSEaglesSoarHigher

1 5



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Restoration Exchange Omaha



Restoration Exchange Omaha
Page Liked · May 20, 2015 ·

REO had its first Save last year. The Pella Lutheran Church was going up for sale and a number of large developers wanted the property – for its land value. REO board members Brian Hansen and Rhonda Stuberg, as well as executive director Kristine Gerber, worked with Brad Iwen to purchase the building. It has now become a wedding chapel and event center in Midtown. But most important – it is still here, telling stories of who we are!

#REOmaha #restorationexchange

Click. Give. Preserve! <https://www.omahagives24.org/index.php?section=organizations&action=overview&fwID=798>

Like Comment Share

Amanda Lynch and 26 others · Top Comments

2 shares · 1 comment

your behalf. Donate as little as \$10.00 at the link below.

#REOmaha #restorationexchange

Click. Give. Preserve! <https://www.omahagives24.org/index.php?section=organizations&action=overview&fwID=798>

Like Comment Share

Diana Failla and 14 others · 1 share

Write a comment...



#OMAHAGIVES :: OMAHAGIVES.ORG



Don't want to host an event? No problem. Set up a Facebook event and ask your supporters to attend by giving online during Omaha Gives!

OMAHA GIVES! EVENTS

Take the excitement offline – host an event!

- Use the events you're already hosting
- Host an event before May 24 to accept scheduled donations
- Ask a donor to host an event and set up a personal cheer page
- Collaborate with other nonprofits!
- Promote your event through [OMAHAGIVES.ORG](https://www.OMAHAGIVES.ORG)



#OMAHAGIVES :: [OMAHAGIVES.ORG](https://www.OMAHAGIVES.ORG)

AMERICAN NATIONAL BANK PRESENTS
OMAHA GIVES!
powered by the Omaha Community Foundation



Keep Kids Alive Drive 25



Omaha By Design's Disco Bus

#OMAHAGIVES :: OMAHAGIVES.ORG





FUNDRAISING DOESN'T END AT MIDNIGHT!

- Show donors your gratitude!
 - *Send a timely thank you note or email*
 - *Send follow up communications as to how the funds were used*
- Include them in other communications
- Invite them to volunteer
- Include them in other online fundraising campaigns

#OMAHAGIVES :: OMAHAGIVES.ORG





LOTS OF COMMUNITY SUPPORT!

- Nonprofit Association of the Midlands
- Do Space
- Association for Fundraising Professionals - NE Chapter

#OMAHAGIVES :: OMAHAGIVES.ORG





Check out our Toolkits!

Everything you ever wanted to know about the event.

#OMAHAGIVES :: OMAHAGIVES.ORG

