

#GRgives

Nonprofit Toolkit

November 28, 2017

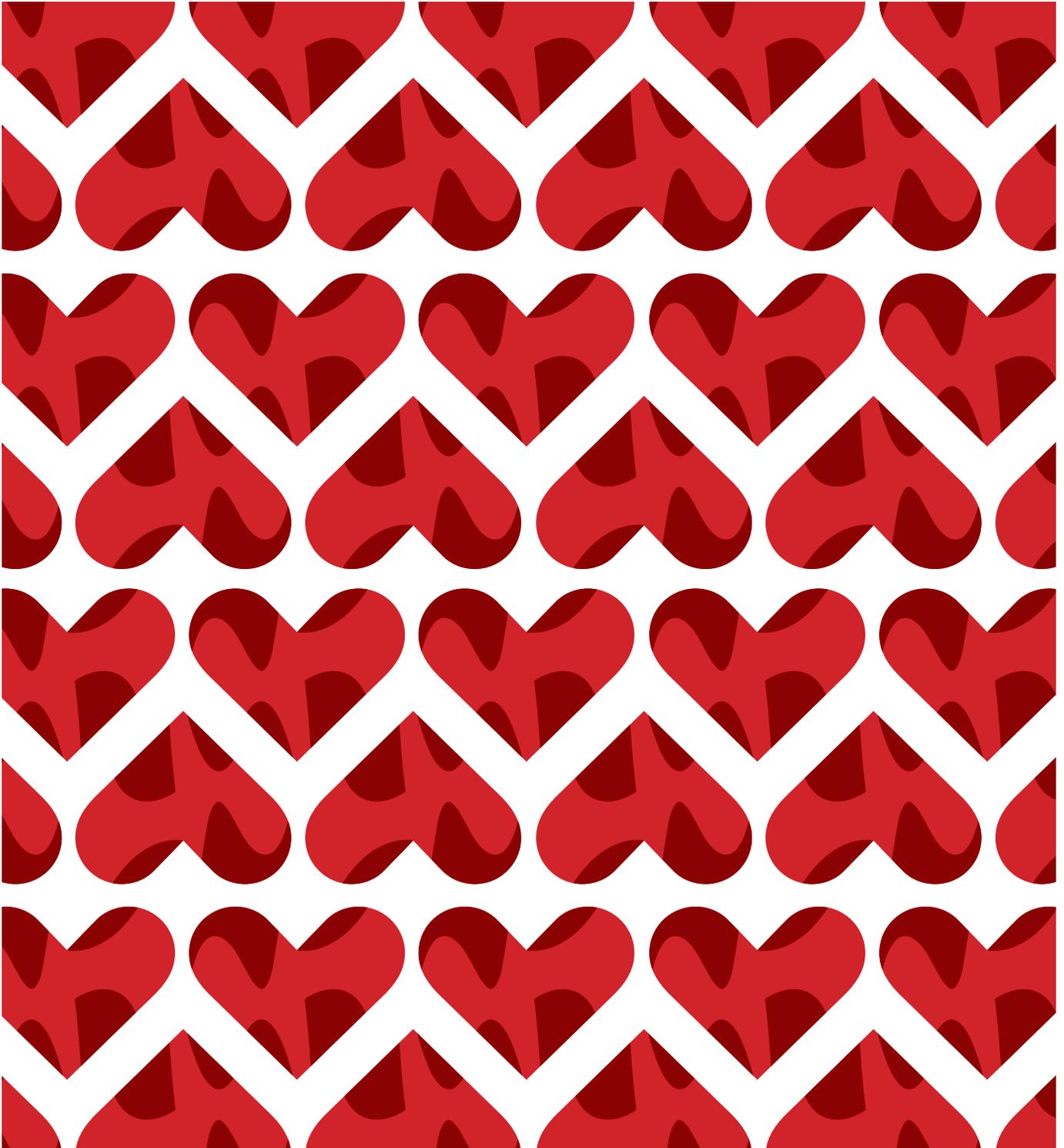




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#GivingTuesday Overview

What is #GivingTuesday?

#GivingTuesday is a global day of giving fueled by the power of social media and collaboration. Celebrated on the Tuesday following Thanksgiving (U.S.) and the widely recognized shopping events Black Friday, Small Business Saturday and Cyber Monday, #GivingTuesday kicks off the charitable gifting season when many people make holiday and year-end gifts.

What is #GRgives on #GivingTuesday?

#GRgives on #GivingTuesday is a city-wide campaign to raise funds, find volunteers and build awareness for local nonprofits. Designed to create a movement around #GivingTuesday in Grand Rapids, #GRgives helps nonprofits band together – promoting one resource for all to share their donation and volunteer opportunities, and one place for our community members to find all the ways they can give.

What is the goal of #GRgives?

The aim of #GRgives on #GivingTuesday is to enable our city's more than 3,000 nonprofits and countless diverse communities to come together to tell a larger story about generosity and community engagement in our home town. By giving together, we amplify our impact and build a stronger Grand Rapids.

Did you know?

• #GivingTuesday got started in 2012.

It was founded by the folks at New York's 92nd St. Y in partnership with the United Nations Foundation. Since then, millions of people across the world have helped advance the causes they care most about. In 2016, a group of dedicated community partners in Grand Rapids launched #GRgives to help coordinate and strengthen #GivingTuesday in Grand Rapids.

• #GRgives is one of many city-wide #GivingTuesday campaigns taking place around the U.S.

From Baltimore to Lansing to Seattle, #GRgives on #GivingTuesday is a special call to action that brings diverse organizations and local communities together to give back.

• The next generation of donors are online.

Between 2015 and 2016, online giving in the U.S. went up 7.9%. And a 2015 YouGov study showed that 38% of Millennials planned to participate in #GivingTuesday – nearly the same number as planned to participate in Black Friday or Cyber Monday (39% for both) that year. If nonprofits want to engage their next generation of supporters, they need a strong online strategy.

Who's behind #GRgives?

#GRgives is powered by a coalition of dedicated community partners who donated their time and talents to building a strong common giving initiative for #GivingTuesday.





How To Get Involved

Partner with #GRgives

Join over 300 nonprofits in the Grand Rapids community who are already participating in this year's #GRgives campaign. If you would like to have your nonprofit represented on the official #GRgives website (grgives.com), please contact Karen Hoekstra at the Dorothy A. Johnson Center for Philanthropy.

Karen Hoekstra
Hoekstrk@gvsu.edu

Get ideas and check out other participating nonprofits by visiting: grgives.com/give.

Set Your Strategy

#GRgives encourages community members to get involved however they can, whether by volunteering, making a donation, or simply spreading the word about their favorite local nonprofits on Giving Tuesday.

To maximize your reach on Giving Tuesday, lay out a plan for how you want to participate and encourage others to join you. Here are some ideas to get you started:

- Use #GRgives as a kick-off for your end of year fundraising strategy
- Partner with local sponsors or individuals to host a matching grant challenge on #GivingTuesday. Knowing that they can double their impact immediately by contributing to a match challenge encourages your supporters to give promptly.
- Organize a volunteer project or event for the day itself. Invite donors, employees, and neighbors to get together to celebrate giving through service.



How To Get Involved (cont.)

Get Social

#GivingTuesday is essentially a social media campaign. #GRgives relies on social media to drive awareness, interest, and engagement. While it is very important that your nonprofit be active on your social platforms on Giving Tuesday, it is more important that you encourage your supporters and donors to share why they care about your organization and why they give.

The #1 reason why people give money to charity is because someone they know asked them to. Your current supporters are your strongest network for bringing in new financial support and volunteers. Encourage them to increase their impact by encouraging others to join them on Giving Tuesday.

Here are some ideas to get you started:

- Experiment with creative hashtags that may help you stand out. Rebrand #GivingTuesday to something that is relevant to your organization, such as #GivingShoesDay or #GivingZooDay!
- Celebrate community heroes and service leaders in posts throughout your campaign
- Invite your board members, volunteers and donors, to share why they give in a quote or photo, then share their story on your social platform.
- Share photos and stories from previous campaign or volunteer events

Don't forget!

- Tag all your posts with #GRgives and #GivingTuesday!
- Giving Tuesday is about your supporters, it's not about you. Make sure you are sharing your thanks throughout the day and highlighting the ways your supporters make your work possible. Tell stories! (Although, if you want to share stories about anyone connected to your organization, make sure you get their permission first!)

Where can I learn more?

#GRgives

grgives.com
facebook.com/grgives
twitter.com/grgives
instagram.com/grgives

#GivingTuesday

givingtuesday.org
facebook.com/givingtuesday
twitter.com/givingtuesday
instagram.com/givingtuesday



Sample Web Content

Looking for some good information on #GivingTuesday and #GRgives to share with your web followers? Use and customize the sample content below to promote how your organization is participating this year.

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Now You Try:

Share Some History

#GivingTuesday was founded in 2012 by the folks at New York's 92nd St. Y in partnership with the United Nations Foundation. Since then, millions of people across the world have helped advance the causes they care most about. In 2016, a group of dedicated community partners in Grand Rapids launched #GRgives to help coordinate and strengthen #GivingTuesday in Grand Rapids.

This is the second year [Organization's Name] will be participating in #GRgives. We're proud to be taking part in this community-wide generosity campaign, and we're delighted to be able to share this day with you.

**Copy +
paste the
content and
customize
as necessary.**



Sample Web Content (cont.)

Looking for some good information on #GivingTuesday and #GRgives to share with your web followers? Use and customize the sample content below to promote how your organization is participating this year.

Share Some Data

Tell the story of your organization's Giving Tuesday efforts and/or success in the past. Your message might look something like this:

In 2016, friends like you helped our organization raise \$X through #GRgives on #GivingTuesday to support our mission in the community. Together, we helped over Y students this past school year connect with after school sports programs that build confidence, skills, and healthy habits. This year, we have set our #GivingTuesday goal at \$Z so that we can help 200 more kids from our community join basketball teams and take swim lessons. Will you help us out?

Don't forget to make sure your language is donor-centric! A quick way to check? How many times do you see the word "you" in your organization's messaging?

Most of All, Share Stories.

Your donors and volunteers want to know that their time, talent and treasure have helped to make a real difference in their community. This is your organization's chance to share why your donors are so important. Your messaging might look something like this:

*Your support this year powered the Oak Hill Tigers to championship heights! [Organizations Name's] basketball program expanded tremendously this year thanks to the generosity of donors like you and our talented volunteer coaches. While our first team practice included several 5th graders who had never played the sport before, three short months later they were celebrating their first championship win! *This would be a great place to include a picture of the team celebrating their win.*

**Copy +
paste the
content and
customize
as necessary.**



Sample Promotion Email

Let your supporters and donors know that #GRgives on #GivingTuesday is coming up soon. Copy & Paste the email below and customize as appropriate.

Promote #GRgives on #GivingTuesday

Subject line: You Can Make a Difference at Home with #GRgives on #GivingTuesday

Dear [Friend] **Ideally, your email should address each supporter by name.*

#GRgives on #GivingTuesday is almost here!

But what exactly does that mean? It means that your opportunity to join a movement for generosity and community engagement is just around the corner. This year, on November 28 (the Tuesday after Thanksgiving), [Organization's Name] will be raising our voices with the whole Grand Rapids community to celebrate #GivingTuesday, a worldwide day devoted to giving and volunteering, powered by social media. Will you join us?

What is #GRgives on Giving Tuesday? (cut and paste from pg. 2)

How can you get involved?

- **Get Ready to Donate.** Giving is at the heart of this movement. Show your support by donating here [\[organization donation link\]](#). To see other donation opportunities, visit [grgives.com](#).
- **Get Ready to Volunteer.** Make a difference in Grand Rapids by donating your time and talent. Sign up here [\[organization sign-up link\]](#). To see other volunteer opportunities, visit [grgives.com](#).
- **Get Your Friends Ready.** Tell your friends you're planning to participate in #GRgives on #GivingTuesday. Be sure to use the hashtags #GRgives and #GivingTuesday!

We cannot thank you enough for being a champion for [Organization's Name]. Your support makes it possible [for over 2,000 public school students to take part in quality after school sports programs that help them build skills and confidence they'll rely on all their lives]. Thank you for investing in our shared vision of [a healthier, happier future for Grand Rapids kids].

On #GivingTuesday

When #GivingTuesday arrives, send your supporters a new email reminding them to sign up to donate/volunteer. Let them know that #GivingTuesday is their day to make an impact in their community and to encourage others to join them in building a stronger Grand Rapids.

Remember, #GRgives on #GivingTuesday is powered by social media, so don't forget to share why YOU care on your social platforms. You never know which of your friends may be looking for an organization to get involved in or give to, and your passion may be just the thing that helps them find what they care about. Join the conversation by tagging your post #GRgives #GivingTuesday.



Sample Thank You Email

A Thank You should be highly customized to your organization. This is a time to tell the donor about what their donation will do, not what you as an organization do.

Email Thank You — Send Immediately

Your thank you email for a donation is both a way to confirm a payment was received, but also a great way to continue your connection with the donor by sincerely thanking them and including information about more ways to get involved. However, do not ask for more money or for them to volunteer, only provide information for where they can learn more if interested. If you have a regular email newsletter, give them an option to sign up.

Subject: You've Made an Impact — Thank You

Dear [Donor],

Thank you for your generous gift of \$_____. Our #GRgives on #GivingTuesday efforts were a great success because of the generosity of friends like you.

Every donation and volunteer hour makes a difference in lives of [people you serve], and your participation in the #GRgives movements is a testament to the collaborative and giving spirit that is a defining characteristic of Grand Rapids. For that, we thank you.

If you would like to learn more about [Organization's Name] and are interested in becoming more involved, please do not hesitate to contact [name] at [phone number] or [email].

Thank you,

[Name]

[Title]

Mailed Receipt — Within 48 Hours

Donors should be mailed a receipt of their donation so that they have physical documentation of their donation for tax purposes.

We are pleased to acknowledge receipt of your charitable contribution, as detailed below:

Date Received: [Donation Date]

Contribution: [Donation Amount]

Method of Payment: [Method]

Check Number: [Check Number (if applicable)]

[Organization] is a registered 501(c)3 non-profit organization and no goods or services have been provided in exchange for the contribution listed above. Please retain this letter as a receipt for tax purposes, as your contribution is deductible to the fullest extent allowed by law.



Social Media Resources



Why do I Need to Use Social Media?

Social media is at the heart of the #GivingTuesday movement. Social platforms like Facebook, Twitter, Snapchat, and Instagram will help spread the spirit of giving to hundreds of cities and millions of people around the world on Giving Tuesday. In order to activate your network of supporters and, importantly, their networks for #GRgives on #GivingTuesday, you need to plan for a day filled with meaningful tweeting, posting, and snapping.

f Sample Facebook Posts

Before #GivingTuesday	On #GivingTuesday
<p>Is #GivingTuesday on your calendar yet? Coming up on November 28 (the Tuesday after Thanksgiving), we'll be joining up with nonprofits, volunteers and supporters from all across Grand Rapids to celebrate this global day of giving. You can learn more about our local campaign #GRgives and find ways to get involved by visiting this page: [either Org's page on Giving Tuesday or GRGives.com]</p>	<p>Today's the day! Will you join us in celebrating #GRgives on #GivingTuesday? Show your support for [Organization's Name] by making a gift or signing up to volunteer with us today. [link to donation/volunteer site here.]</p>
<p>On #GivingTuesday last year, your support helped us [examples: start three new basketball teams, open a community garden, offer scholarships to two students]. We cannot thank you enough for your enthusiasm and generosity.</p> <p>This year, we're setting our sights even higher so that we can do even more. Will you help us out? Join the whole #GrandRapids community for #GRgives on #GivingTuesday, November 28. To learn more about this city-wide campaign, visit GRGives.com.</p> <p>[Include an engaging picture from one of your programs or a graphic of what you were able to accomplish with support from last year.]</p>	<p>Join the conversation! Why did you get involved with [Organization's Name]? What is your favorite memory with us? Share it here and on your social platforms using #GRgives and #GivingTuesday. And don't forget to tag us so we can connect!</p>



Social Media Resources (cont.)

Sample Facebook Posts (cont.)

Before #GivingTuesday	On #GivingTuesday
<p><i>You Try It: Ask your donors, board members, volunteers, program attendees, and others to share why they care about your mission and what they have gained from partnering with you. Use images and quotes to make your posts stand out.</i></p> <p>We are so grateful for all of our wonderful volunteers and the many community members who support us throughout the year. On November 28, we'll be celebrating #GRgives on #GivingTuesday to spread this spirit of giving. Will you join us?</p>	<p><i>You Try It: Ask your donors, board members, volunteers, program attendees, and others to share why they care about your mission and what they have gained from partnering with you. Use images and quotes to make your posts stand out.</i></p> <p>We are so grateful for all of our wonderful volunteers and the many community members who support us throughout the year. Today we're celebrating #GRgives on #GivingTuesday to spread this spirit of giving. Will you join us?</p>

Note: Don't forget to tag your posts with #GRgives on #GivingTuesday!

Quick Tips:

- People give because they are asked to. Don't be coy! But do be respectful and grateful.
- Social media posts that include images are much more likely to attract attention than posts that don't. Look through your program albums in advance to pick out some favorites you can share.
- You can never thank your donors and volunteers frequently enough – make sure you do it a lot on Giving Tuesday!
- Don't forget to tag all of your posts #GRgives and #GivingTuesday! And include a link to where your supporters can make a donation or get more involved.



Social Media Resources (cont.)

Sample Tweets

Before #GivingTuesday	On #GivingTuesday
Save the Date! #GivingTuesday is coming up 11/28. Share why you support your fave local #nonprofits using #GRgives. http://grgives.com/	Today's the day! We are thrilled to be celebrating #GRgives on #GivingTuesday all day. Will you share your giving story with us?
Did you participate in #GRgives on #GivingTuesday last year? Well get excited! It's here again 11/28. Join us to share the spirit of #giving	#GRgives on #GivingTuesday is celebrating generosity all day. Sign up to donate or volunteer with us here: [link to org or http://grgives.com/]
#GivingTuesday is coming 11/28! We are so thankful to our many supporters. Will you share why you care with us? #GRgives	A big THANK YOU to everyone who has made a donation or signed up to volunteer w/ us today! You make it all possible #GRgives #GivingTuesday
Looking to volunteer? #GivingTuesday is the perfect time to make a new commitment to your community. #GRgives http://grgives.com/	

Social Media Hashtags 101

The pound sign, or hashtag, turns any word or phrase into a searchable link. This link allows you to see content and track discussion topics based on those keywords – making it easy to connect a large community in real time.

A hashtag should not include any spaces and is not case sensitive. By using #GRgives on #GivingTuesday, it allows you to connect with the Grand Rapids community, as well as the world-wide #GivingTuesday movement.

Where can I learn more?

#GRgives

grgives.com
facebook.com/grgives
twitter.com/grgives
instagram.com/grgives

#GivingTuesday

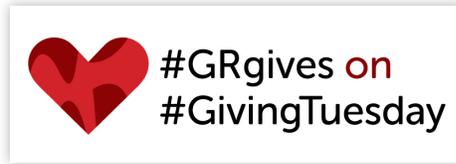
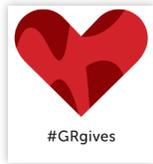
givingtuesday.org
facebook.com/givingtuesday
twitter.com/givingtuesday
instagram.com/givingtuesday



Visual Assets

Below are previews of the downloadable images you can use on social media. Click the link provided to download the images. GRgives.com/VisualAssets

Logo Options



Cover Photos

