



## Giving Day Toolkit

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**[TITLE PAGE]**

**GIVING DAY TOOLKIT**

*A Step-by-Step Content Guide for an Impactful Community Giving Day*

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# What is a Community Giving Day?

**A Community Giving Day is a time-bound, typically 24-hour, charitable giving effort when Community Foundations leverage their status and platform as a way to mobilize donors and promote local nonprofit organizations, connecting the two in a timely effort to raise significant funds for a variety of community needs.**

Community Foundations are uniquely positioned to cultivate a focused drive to channel energy and excitement from donors into the local nonprofits in your service areas. Through your well-built business, donor, and nonprofit relationships, there is an immense opportunity to provide a significant impact on the community in a short amount of time—all while touting the essential role of your community foundation as a connector and strategic contributor to the well-being of the region.

## ***What are your objectives for a Community Giving Day?***

*Select all that apply*

- Share the mission and work of your organization to local donors, businesses, and nonprofits who otherwise would not know about the community foundation.
- Educate donors on the variety of local nonprofits working in the community.
- Promote the local nonprofits in the area that you know are already having a meaningful impact on the community.
- Raise funding for the community foundation itself, by promoting your funds that will be used for important community investment.
- Grow the social media presence of the community foundation through this timely campaign.
- Deepen and cultivate your relationships with existing donors, who want to continue learning how to give well locally.
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

# Sample Timeline

## 180 Days Before:

- Identify date(s) for the Community Giving Day
- Determine format, goals, and high-level logistics
- Generate internal stakeholder outreach lists and **email outreach templates** for: (1) nonprofit partners, (2) potential sponsors, (3) potential donors, and (4) press/influencer partners
- Generate skeleton sponsorship, press, and nonprofit packets
- Create a skeleton communications calendar (press releases, social media, newsletters, etc.)
- Brainstorm creative engagement ideas, matching sponsor targets, prizes, etc.
- Set budget

## 120 Days Before:

- Finalize **sponsorship, press,** and **nonprofit** packets
- Lock in matching sponsors
- Finalize communications calendar, including pre- and post-Giving Day **press releases**
- Send interest emails to (1) nonprofit partners, (2) potential sponsors, (3) potential donors, and (4) press/influencer partners
- Create Giving Day technological infrastructure including: (1) website, (2) leaderboard, (3) links to external stakeholder packets, (4) interfund gifts, (5) sponsor recognition areas, etc.

## 90 Days Before:

- Send follow-up emails to unresponsive partners
- Execute communications calendar
- Line up participating nonprofits and populate information online

## 30 Days Before:

- Evaluate actual participations vs. goals
- Perform follow-ups as necessary
- Engage participating stakeholders with updates and continued gratitude
- Ensure all information has been received from sponsors, nonprofits, press/influencers, etc.
- Create **Final Report** with blank spaces left for final results
- Perform a formal test run of Giving Day platform

## 7 Days Before:

- Send final reminder emails and ensure communications calendar is up-to-date
- Ensure tracking metrics are in place
- Finalize plan for post-Giving Day follow-ups, including recap media/reports that need to be produced, acknowledgment emails, etc.

**0 days Before:**

- Execute Giving Day

**1-3 Days After:**

- Send Acknowledgment Emails
- Finalize polished report to be sent electronically and mailed to priority stakeholders
- Update website and other online sites accordingly
- Send out final communications including reports, media recaps, etc.

**7 Days After:**

- Discuss positives and areas for improvement for next year
- Perform final follow-ups

# Website + Landing Page

The following elements and pages should be considered for inclusion in your Community Giving Day webpage:

- Explanation and Goals of Community Giving Day
- Dates/Details for this year's Community Giving Day
- Former results, media recaps, etc.
- Amount Raised / Giving Thermometer
- Links to Resources
  - Sponsor Packet
  - Nonprofit Packet
  - Press Packet
  - Giving Information
- Links to Press/Media Coverage
- Sponsor Logos
- Prizes, matches, incentive information
- Call to Action to Donate
- Link to more information about the community foundation

## Example Landing Page Content:

You're invited to a day of meaningful generosity and community spirit! Join us for our annual Community Giving Day, where you have the opportunity to **give where you live**. Organized by the community foundation, this day serves as a rallying call to support the many local nonprofits that form the backbone of our community. As we come together to give, we not only contribute to the betterment of our community, but also celebrate the compassion and resiliency of our region. Every donation, regardless of size, fuels the vital work of these nonprofits, amplifying their impact and fostering positive change in this community we all call home.

***Celebrate our region and join us to meaningfully invest in our community today.***

# Sponsor Engagement Overview

Sponsors play a tremendous role in offsetting the costs associated with operating a Community Giving Day, while enforcing a key component of this initiative—cross-sector partnership and engagement in building a stronger community. A few important notes to strong sponsor engagement:

- Ensure that sponsors are valued, encouraged, and appreciated throughout this process.
- Ensure that sponsors are communicated with every step of the way, so they understand where they are receiving promotional benefits, and how their contribution is making a significant impact.
- Ensure that sponsors know what they are getting when they purchase a sponsorship.
- Ensure that sponsors receive personalized thank you messages, sharing how their specific contribution led to the success of the event.

## Questions to ask yourself:

- What value are sponsors getting by participating in Community Giving Day?
- Which businesses do we want to partner with for Community Giving Day?
- How many sponsorships should I offer?
- What are our operational costs to run Community Giving Day, and what is our goal for sponsorships to cover?



# Sponsor Email Outreach Template:

**[SUBJECT]:** Sponsorship Opportunity: Celebrating Compassion & Resilience in [INSERT SERVICE AREA]

Hi [XXXX],

I hope you're having a great morning/afternoon/evening! I'm reaching out on behalf of the [INSERT COMMUNITY FOUNDATION NAME] to share about an upcoming sponsorship opportunity at our Community Giving Day on [INSERT DATE]. It's not only an opportunity to expose and promote your brand to hundreds/thousands of community members, but also it allows you to meaningfully support our region.

Our Giving Day will serve to connect hundreds/thousands of community members with local nonprofits serving our region, generating a concerted push for our community to **give where they live**. Across all of our partners for the event, a sponsorship for our Community Giving Day will provide exposure to XXXX businesses, individuals, and nonprofits, all locally-based here in [INSERT SERVICE AREA].

To see our different sponsorship levels, estimated reach, and respective benefits, I've attached our full sponsorship packet to this email.

We would love the opportunity to partner with [INSERT COMPANY NAME] for our impactful Community Giving Day, and are grateful for your consideration! If you have any questions or if there are any unique sponsorship benefits/levels you don't see on this list, please feel free to let me know!

All the best,

[INSERT SIGNATURE]

**[ATTACH / LINK SPONSORSHIP PACKET]**

# Sample Sponsorship Packet

**TITLE SPONSORSHIP:** COST

**[# Available]**

**Benefits:**

- Sponsor Logo prominently displayed on the (1) top of the Community Giving Day website landing page as a Title Sponsor, (2) Community Giving Day Final Report, and (3) promoted as Title Sponsor in all associated press in conjunction with the event
- Opportunity to share a 30-second video across the community foundation’s social media platforms one week before the event
- \$XXXX of your sponsorship will be promoted as a Matching Gift, solidifying your commitment to serving and investing in our community.
- XXXX
- XXXX
- All other benefits at the Gold Sponsorship Level

**Estimated Reach:**

**GOLD SPONSORSHIP:** COST

**[# Available]**

**Benefits:**

- Opportunity for an article feature in the community foundation’s newsletter prior to the Community Giving Day
- Sponsor Logo prominently displayed on the Community Giving Day website landing page as a Gold Sponsor
- \$2,500 of your sponsorship will be promoted as a Matching Gift, solidifying your commitment to serving and investing in our community
- XXXX
- XXXX
- All other Benefits at the Silver Sponsorship Level

**SILVER SPONSORSHIP:** COST

**[# Available]**

**Benefits:**

- Sponsor Logo prominently displayed on the Community Giving Day website landing page as a Silver Sponsor
- XXXX
- XXXX
- All other Benefits at the Bronze Sponsorship Level

**BRONZE SPONSORSHIP:** COST

**[# Available]**

**Benefits:**

- Sponsor Logo included in all external communication to donors, nonprofits partners, and other stakeholders leading up to Community Giving Day
- Sponsor Logo prominently displayed on the Community Giving Day website landing page as a Bronze Sponsor
- XXXX
- XXXX

# Nonprofit Engagement Overview

The nonprofits featured during Community Giving Day will provide a comprehensive, holistic opportunity for the community to learn about the great work being done to better the region. As you cultivate existing relationships and create new ones with partner organizations in your service area, here are a few key thoughts to keep in mind:

- Let nonprofits know that they are just as integral to this process as the community foundation is—they are your partners in bettering your community!
- Make sure there is diverse representation when it comes to the nonprofits you invite to apply for Community Giving Day—whether that be for organization size, to service area, to causes, and more.
- Ensure somebody is responsible for fielding questions from nonprofits throughout this process.
- Take advantage of this initiative with a long-term perspective and feedback loop—how can you continue to better support nonprofits in your community through Community Giving Day and other programs of the community foundation?

## Questions to ask yourself:

- How can you lower the barrier to entry and make it as easy as possible for nonprofits of all sizes to fundraise through Community Giving Day?
- How can you direct your own fundholders and other donor partners to support these nonprofits?
- What systems will you put in place to make it intuitive and easy for nonprofits to create their own fundraising sites on your platform?
- What tools will you provide nonprofits with to promote their engagement with Community Giving Day to their own networks?

# Nonprofit Email Outreach Template

**[SUBJECT]:** Partnership Opportunity: Community Giving Day!

Hi [XXXX],

I hope you're having a great morning/afternoon/evening! I'm reaching out on behalf of the [INSERT COMMUNITY FOUNDATION NAME] to share about our Community Giving Day on [INSERT DATE].

Our Giving Day will serve to connect hundreds/thousands of community members with local nonprofits serving our region, generating a concerted push for our community to **give where they live**—and we would love for your organization to be included!

With all the tremendous work you do to better our community, it would be an honor to partner alongside you in sharing your mission and impact to the many charitable donors in our region. If you'd like to participate, please [complete the form here](#) by [INSERT DEADLINE].

If you have any questions or would like some more information, please don't hesitate to reach out! I've also attached a toolkit we compiled that provides some more information about the giving day, along with ways you can leverage your promotion during the event. We look forward to partnering with you to meaningfully invest in our community, both now and in the years to come!

All the best,

[INSERT SIGNATURE]

**[ATTACH / LINK NONPROFIT FORM AND NONPROFIT TOOLKIT]**

# Nonprofit Toolkit

**Welcome to our Community Giving Day!** We're excited to partner with you throughout this meaningful community initiative, and to highlight your meaningful impact here in our region.

Here's a step-by-step guide to ensure you're ready and have everything you need to raise support and participate in this celebration of our community's compassion and resilience.

1. Fill out the included form by [date] and submit to the community foundation for review and acceptance.
2. Upon receiving notification of acceptance, submit the registration fee as directed in the follow-up email.
3. Submit your organization's information for your fundraising page.
4. Utilize the included social media language and logo to encourage donors and community members to give during Community Giving Day to maximize their impact.
5. Participate in any of our Community Giving Day Nonprofit Webinars to understand the logistics of our donation platform, and to see how you can maximize your reach, impact, and giving during the event.
6. Complete our feedback form to let us know how we can make Community Giving Day more impactful for you in the coming years!

## Timeline:

- Community Giving Day Application Released: XXXX
- Deadline for Community Giving Day Application Submissions: XXXX
- Deadline to Submit Registration Fee: XXXX
- Deadline to Build Organization's Fundraising Page: XXXX
- Community Giving Day Nonprofit Webinars: XXXX
- Community Giving Day: XXXX
- Community Giving Day Feedback Form: XXXX

## Items to receive from Nonprofit Partners for Giving Day Application:

- Organization Name:
- Tax ID:
- Locations Served:
- Who do you Serve?
- Mission Statement:
- Short Impact Summary:
- XXXX

## Social Media Language:

### Before Community Giving Day

[INSERT COMMUNITY GIVING DAY GRAPHIC]

We're excited to be one of the featured nonprofits for [INSERT COMMUNITY FOUNDATION NAME]'s upcoming Community Giving Day! Join us in celebrating the care and generosity of our community by supporting us on [INSERT DATE] at [INSERT LINK]. Let's help raise our region together, and encourage our community to give where they live!

### **After Community Giving Day**

[INSERT COMMUNITY GIVING DAY GRAPHIC]

WOW! Thanks to you, we raised \$XXXX through our region's Community Giving Day! We are so incredibly grateful for your support and willingness to support our meaningful work. Your support has allowed us to significantly impact the lives of so many in our region and beyond. Thank you for investing in our work and the betterment of our community, now and in the years to come.

# Donor Engagement Overview

None of this happens without donors who willing to learn, grow, and contribute to the causes featured during Community Giving Day—and this should be continuously reiterated through all your messaging. Here are a few things to keep in mind as you engage existing and new donors:

- This is a great opportunity for the community foundation to (1) creatively engage their existing donor database and (2) put your best foot forward for new donors interested in community engagement.
- Educating donors on the impact and importance of community giving is a key function of community foundations—be creative about how you engage your existing donor-advised fundholders and donors.
- If possible, engage donors to get the word out about Community Giving Day—whether that means recommending their favorite nonprofits, bringing in other donors, or making asks of higher net worth donors for matching gifts, and sponsorships allow them to be stakeholders in this work!
- Always see this initiative as an opportunity to better articulate the value of community foundations as organizers and connectors.

## Questions to ask yourself:

- How can I use Community Giving Day to steward my existing donor relationships?
- Are there any influencers, media outlets, or community partners I can engage, and how can working with these groups be mutually beneficial for both of our goals?
- If this is a new donor's first impression of the community foundation, how should we present ourselves?
- How will donors see the impact of their gift?
- What is your follow-up and continued engagement plan for donors who contribute to Community Giving Day?



# Donor Email Outreach Template

**[SUBJECT]:** Community Giving Day: Celebrate our Region!

Hi [XXXX],

I hope you're having a great morning/afternoon/evening! I'm reaching out on behalf of the [INSERT COMMUNITY FOUNDATION NAME] to invite you to participate in our Community Giving Day on [INSERT DATE].

Our Giving Day will serve to connect hundreds/thousands of community members with local nonprofits serving our region, generating a concerted push for our community to give where they live. And we would love for you to join us in learning from, engaging with, and partnering alongside these charitable organizations.

It's a great privilege to connect our community with the organizations actively serving our region so well, and we would greatly appreciate the opportunity to work with you for Community Giving Day. If you'd like to participate or would like more information, please [sign up here](#) and we would be happy to keep you in the loop on updates and next steps.

If you have any questions, please don't hesitate to reach out! I've also attached a Donor Overview so you have all the information you need to explore, connect with, and give to meaningful causes right here at home. We look forward to partnering with you to meaningfully invest in our community, both now and in the years to come!

All the best,

[INSERT SIGNATURE]

**[ATTACH / LINK SIGN UP FORM AND DONOR OVERVIEW]**

# Donor Distribution Form

## Information to Capture:

- Name:
- Email:
- Interested Causes:
- Any nonprofits the community foundation should invite?
- Interested in a Sponsorship?
- Interested in a Matching Gift?
- Interested in Providing a Prize?

## Donor Overview

**We're so glad you're here.** Thank you for partnering with us to *give where you live*, and to help us better our community together. As we prepare for our Community Giving Day on **[INSERT DATE]**, here's all the information you need to meaningfully give back and celebrate the compassion and resilience of our community.

**[INSERT COMMUNITY GIVING DAY TIMELINE]**

**[INSERT COMMUNITY GIVING DAY GIVING INSTRUCTIONS]**

Thank you for investing in our community, and for all you do to partner alongside those working to better our region. **From all of us here at the community foundation, we're so grateful for you.**

# Video Scripts

## **Option 1: 3 Reasons you Need to Join us for Community Giving Day**

Hey [COMMUNITY NAME]! Ready to make a difference with us? Here are three reasons why you need to join us for Community Giving Day on [INSERT DATE]:

Reason one: Empower local heroes! Our nonprofits work wonders to better our community, but they need our support. Your donation fuels their impact, right here in our community, and who knows—you may find a new cause that resonates with you!

Reason two: Maximize your impact! When we all chip in, big or small, we create a powerful force for good. Give where you live, and watch the collective impact on our community unfold.

Reason three: Be part of something bigger than yourself! Community Giving Day isn't just a day; it's a movement. Join in through the link in the description, spread the word, and let's build a stronger, more connected [COMMUNITY NAME] together.

## **Option 2: Stop Scrolling! Now is Your Time to make an Impact!**

***On-screen text: Stop Scrolling! 📱 Now is Your Time to Make an Impact!***

Hey there, [COMMUNITY NAME]! Stop scrolling if you want to learn how to make a big impact in our community.

Ever wondered how you could be a part of something bigger? Well, here's your chance! Community Giving Day is just around the corner, and we need YOU to join the movement.

We get it; your feed is flooded with content. But pause for a moment, because this is different. It's not just a day; it's an opportunity for YOU to create change right here in [COMMUNITY NAME].

On [INSERT DATE], we'll spotlight a few amazing nonprofits, and our whole community is coming out to support these local causes, while winning prizes and matching gifts to maximize your impact right here at home.

Participating is a breeze! Join, click, and make a difference. It's that easy. Choose a local nonprofit, give where you live, and let's amplify the positive change together.

So what are you waiting for? Sign up at the link in the description, and we'll get you all the information you need to get started and make this a Community Giving Day for the books!

# Press Release

[COMMUNITY FOUNDATION NAME] Announces Annual Community Giving Day: Uniting Local Nonprofits and Donors to Maximize Collective Impact

[CITY, DATE] — [COMMUNITY FOUNDATION NAME] is thrilled to announce its upcoming Community Giving Day, a flagship event aimed at fostering collaboration and channeling support towards the community's most pressing needs. Set to take place on [DATE], this initiative serves as a dynamic platform where local nonprofits and generous donors join forces to maximize their collective impact on the region.

“[INSERT QUOTE FROM COMMUNITY FOUNDATION STAFF]”

The primary goal of Community Giving Day is to strengthen the bonds within our community and address key challenges by providing a conduit for philanthropic efforts. The event will showcase a diverse array of local nonprofits working tirelessly to make a positive impact. Donors, both individual and corporate, will have the unique opportunity to connect with these organizations, understanding firsthand the incredible work they do and how their contributions can drive meaningful change.

Through Community Giving Day, [COMMUNITY FOUNDATION NAME] aims to create a ripple effect of generosity, encouraging widespread community participation. By consolidating donations from various sources, the foundation aims to magnify the impact of individual contributions, thereby addressing critical issues and enhancing the overall well-being of our region. The event exemplifies the spirit of unity, demonstrating that when the community comes together, it has the power to create lasting and transformative change.

[COMMUNITY FOUNDATION NAME] invites everyone in the region to mark their calendars for this special day, emphasizing that every donation, no matter the size, plays a crucial role in building a stronger, more resilient community. Stay tuned for more details on how you can be a part of this collective effort to uplift and empower our region through the annual Community Giving Day. For further information and to get involved, please visit [COMMUNITY FOUNDATION WEBSITE]. Together, we can make a difference that resonates for years to come.

[INTEGRATE SPONSOR INFORMATION AND ADDITIONAL LOGISTICS AS APPROPRIATE]

***If you have any additional feedback, thoughts, or questions, please contact Laura McKnight at [lmcknight@embolden.com](mailto:lmcknight@embolden.com).***