



Preparing for a Successful Give Back Tahoe Giving Season

1. Strategize! Work with your team members to set internal goals for funds raised, number of donors, and total gifts received. Create communication timelines and start to develop unique and interesting communications.
2. Make sure your social media is ready for a larger audience, personalizing your pages to include your name and creating a presence.
3. Design a web banner for your Facebook page and homepage with a link a pledge card and then your url to donate.
4. Create and stock videos, images, and social media posts that you can share before and throughout the Giving Season. Share your stories of success! .
5. Announce the date at any events, meetings, and other community gatherings; take this opportunity to also share your website and social media channels.
6. Identify ambassadors to help you publicize your campaign and reach out to greater networks. These can be board members, volunteers, and people who are genuinely committed to your mission and can drive people to your campaign.
7. Personalize communications: write a template message you can give to board members, staff, and ambassadors to personalize and email to their networks.
8. Customize appeal letters to larger donor.
9. Secure a Matching Gift from a donor- this process requires time and finesse. If you've had any substantial donations, speak with your donor to see if they would be interested in launching a challenge for a specific goal. You can also develop a proposal and take it to a major donor that you have been cultivating or who has shown significant investment in your nonprofit.
10. Help your donors find out if they have corporate employee donation matches! 65% of Fortune 500 companies offer matches, but only 9% of employees take advantage! Create communications with links and forms for donors to find out if they could receive a match!

Use a site such as <http://www.matchinggifts.com/stanford/> to help find out if your donors have corporate matches, OR include the link in communications to have your donors look up their company.