



2024
MARKETING
TOOLKIT

SAN ANGELO
 Gives

What is San Angelo Gives?

San Angelo Gives is an online giving event that provides nonprofits the opportunity to gain exposure to — and start relationships with — new donors, and for people in San Angelo to come together to raise as much needed money for local nonprofits.

Who is eligible to participate?

- Nonprofit organizations that are located in or provide substantial services in San Angelo or immediately surrounding areas with an approved and completed Giving Day profile by April 1, 2024 are eligible to participate in San Angelo Gives 2024.
- The San Angelo Area Foundation will verify that all participating nonprofits are 501(c)3 public charities and are in compliance with the IRS 990 requirements.

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Free Marketing Support

Graphics

- San Angelo Gives logos and other graphics are available on the website www.sanangelogives.org.



Media Outreach

- Significant PR support with outreach to all local TV, print, radio outlets in San Angelo
- Media Sponsors

Social Media

- Sample posts provided in this toolkit
- Social Media Tips & Tricks

Raise Your Own Matching Funds

Who are potential Match fund donors?

- Board members
- Major Donors to previous Giving Days
- A group of donors or anyone who loves your nonprofit

Challenge funds allow corporations and individuals to:

- Multiply the impact of their gift for a nonprofit about which they care deeply
- Broaden the nonprofit's giving base
- Make a large impact with one gift
 - Examples of Challenge funds:
 - A donor will match (dollar for dollar) up to \$10,000 raised by organization
 - If 25 people donate \$100 each, a donor will donate \$5,000
 - If \$2,500 is raised in total by your organization, the donor will give \$5,000
 - If 50 people donate at least \$25 each, a donor will make a \$500 gift.

Nonprofit Preparation Checklist

Get your San Angelo Gives page in shape

To get started, create your page on www.sanangelogives.org under the “Register a Nonprofit” tab and begin personalizing your profile. After the San Angelo Area Foundation staff reviews your profile and confirms you are eligible, you will be put into ‘Approved’ status, which means you are ready to participate!

Develop a plan for San Angelo Gives

Promote Reach out to your biggest advocates and ask them to promote San Angelo Gives

Match Secure a matching gift from a donor and have the donor give through sanangelogives.org (Finding a match donor is optional and not required)

Web Page Make sure all San Angelo Gives messages are front and center on your website. Consider making the “Donate” button on your website link to your San Angelo Gives page on May 7th.

Email Plan your email strategy. Keep your cause fresh in their minds. Consider a theme for all the emails with a different subject line and a new story with each email.

- Donors tune in at different times.
- Segment donors and tailor messages to reach them.
- Personalize your communications. People give to people. Create a template message and give it to your board members. Have them personalize it and email to their connections. A personal message elicits more gifts than a mass email. Consider creating a simple video appeal and/or thank you message.

Mobile Donors may be accessing email and social media on their smartphones. Include the link to your mobile-optimized San Angelo Gives page and include the phrase “Give securely on your phone or mobile device.” When donors find your page on a mobile device, they will automatically see a version that looks and works great on small screens!

Social Keep a dialogue going from now until San Angelo Gives.

- Media**
- Twitter: Daily or every few days, using [#SanAngeloGives](https://twitter.com/SanAngeloGives) [@SanAngeloGives](https://twitter.com/SanAngeloGives)
 - Facebook: Daily or every few days, using tag [@SanAngeloFoundation](https://www.facebook.com/SanAngeloFoundation)
 - Update your blog weekly

Newsletter Encourage offline donors to take their giving online.

Thank Donors Create a simple thank you video. Email receipts are sent automatically when a donation has been processed through your page, but you should also plan to send another email, letter or other appropriate thank you message that comes directly from your organization.

Nonprofit Communication Checklist

Plan your San Angelo Gives communications on a grid so you cover all touch points and know who is managing each aspect.

Communication	Message	Date	Manager
Web Page			
E-Newsletter #1			
E-Newsletter #2			
Brochure			
Direct Mail			
Flyers			
Blog Posts			
Twitter			
Facebook			
You Tube			

Plan your Social Media posts ahead of time to makes sure you have all outlets covered. Here is a framework to get you started and provide content ideas.

Social Media Content

Day	Content Ideas	Facebook	Twitter	YouTube	Instagram
Mon	Question/Fact	X	X		
Tues	Video/Article	X	X	X	
Wed	Photo	X	X		X
Thurs	Inspiring story/Quote	X	X		
Fri	True/False Friday	X	X		

Direct Mail/Email Template

Dear [Donor Name],

Thank you for being a part of the [organization name] family/community/team!

Each year generous supporters like you join us for the exciting annual giving day San Angelo Gives—this year it will be May 7th from midnight to 11:59pm. Your generous support makes a meaningful difference to [core mission constituency, e.g. homeless youth, children with cancer, collies and dachshunds].

As you know, [organization name] is changing lives every day by/through [core mission or program e.g. providing safe shelter, arts and recreation, saving the environment].

On May 7th (San Angelo Gives), your [\$XX target donation amount e.g. \$25, \$100 - Insert a dollar amount that is slightly higher than your average online gift from last year to really stretch their San Angelo Gives day donation] gift will help us receive extra funds for our work in the community. Every gift of \$10 or more will go further with bonus funds amplifying each donation! By visiting sanangelogives.org, the online giving website for San Angelo Gives, you can make a difference with your gift to [organization name].

Here's the really exciting part: Every gift made through sanangelogives.org on May 7th helps our chances of winning prizes given throughout the day ranging from \$500 to \$1,000 our chances to maximize your gift are great!

All gifts you made to [organization name as listed on sanangelogives.org] will increase our impact by allowing us to [specific program with quality e.g. clothe children, grant # scholarships, save trees...etc]

Make your gift on May 7th by visiting [insert a link directly to your sanangelogives.org donation page]!
[Add your specific call to action here. Do you want your donors to donate at 10:00am? Tell at least one friend to donate?] [Add information about any challenge funds you've secured for San Angelo Gives.]

With your help, we WILL reach our [\$XX,XXX] fundraising goal on May 7th!

Follow us on Facebook/Twitter/Instagram [insert a link to your social media page] so you can share in the excitement of a day of giving and remember to give on May 7th.

Sincerely, [Name]
[Title (Executive Director, Board Chair, Volunteer)]

Save the Date Letter Template

Dear [Donor Name],

This year on Tuesday, May 7, 2024, [Organization Name] is participating in the eighth annual San Angelo Gives, a 24-hour online giving extravaganza.

In 2023, San Angelo Gives raised over \$4.1 million collectively for all participating nonprofits, and the goal is to raise even more this year.

We invite you to be part of this giving day and help our organization raise [\$X] on May 7th. Here is how you can join the movement.

1. Give where you live on May 7th

On May 7th, if you donate to our organization on sanangelogives.org between midnight and 11:59pm, your dollar will be stretch by [insert your own matching funds] PLUS each gift will be amplified by funds and prizes raised by the San Angelo Area Foundation! Your donation will help us receive extra funds for our work in the community.

2. Spread the Word

Spread the word to your friends and loved ones about our organization and San Angelo Gives! Encourage your friends and family to get up and give by finding our profile on sanangeloggives.org.
[include NPO URL if you are sending via email]

3. Follow us

Follow our social media [social media account] and facebook.com/SanAngeloFoundation to stay up to date on San Angelo Gives!

For more information on San Angelo Gives, visit sanangelogives.org. For more information on how you can help our organization success during San Angelo Gives, please reach out to [point of contact].

Thank you,

[Name]

[Title]

Social Media Center

General Social Media Tips

- Add your Facebook and Twitter account links to your emails, email footer signatures, e-newsletters, websites and print materials right away and ask staff, board members and friends to get connected.
 - ◊ Follow us on Twitter at <http://www.twitter.com/sanangelogives>
 - ◊ Follow us on Facebook: Search for the San Angelo Area Foundation page
- **Invite your board members and supporters to also follow us on FB and Twitter**
- Content must be relevant, interesting and sharable.
- Conversation must be authentic, engaging, and personal. Don't forget to participate in the conversation and respond back to what others are saying.
- With social media, the audience is in control and your job is to engage them by adding value with relevant content.
- Take time before San Angelo Gives to plan out your social media approach:
 - ◊ What 3 stories will your organization tell?
 - ◊ Who will handle Facebook updates and Twitter conversations?
 - ◊ Who will monitor your page to track donations and keep donors informed?
- Great engagement is about knowing what your community wants from your various social media profiles.



Facebook Tips

- Follow the San Angelo Area Foundation on Facebook so you can stay connected with updates, important information and tips.
- Follow others pages from your organization page
- There's a difference in liking a page from your personal profile and liking a page from your organization's page. It's important to do both! Go to your organization's page and click "Use Facebook as Page" on the right side. This will allow your actions to be done "on behalf" of your organization's page. After, go back to your personal profile by clicking "Use Facebook as (your name)"
- Use Facebook to deepen relationships and connect with followers
- Ask open-ended questions to stoke conversation and use Facebook as a two-way street
- Highlight the good work that others are doing in addition to just your own
- Mix up the content with pictures and video
- Respond and show people that you're listening
- Keep your posts brief and necessary. No paragraph updates allowed, but always offer something for your fans' engagement, something for them to do.



Twitter Tips

- First, follow **@SanAngeloGives** and **@SAAFound** from your organization's Twitter account
- Also follow people/organizations that are important to your organization
- People who've fundraised for you before, those who hold important positions in your community, experts in your area, or people who are talking about your interests already
- Use Twitter to tell your followers about your participation in San Angelo Gives, grow your community, provide basic information and engage in the general community-wide discussion about San Angelo Gives
- Start talking, but have something to offer, such as links to your website, pictures, and videos about your organization
- Pictures and videos are the most shared (or retweeted) items online, and most of them aren't professional shots (so don't hesitate to upload your own photos of staff in action or events from the day)
- Actively following users tweeting about San Angelo Gives, your organization, and related topics and following hashtag conversations are great ways to broaden your community and engage in the larger conversation
- Use the San Angelo Gives hashtag (**#SanAngeloGives**) in all of your Tweets. People interested in meeting others who are speaking about a topic of interest follow hashtags to see what is being said.

Sample Social Media Posts (Prior to Giving Day)

On Facebook, tag the San Angelo Area Foundation's page in your posts by typing [@sanangelofoundation](#)

Gearing up for San Angelo Gives - Like [@sanangelofoundation](#) on Facebook and [@SAAFound](#) on twitter.

- Together we can make a difference! Get up and Give for **#SanAngeloGives** on May 7th! **@SanAngeloFoundation**
- Can't wait to be a part of such a BIG day in our community on May 7th!
- What does **#SanAngeloGives** mean to you? **@SanAngeloFoundation**
- A little goes a long way when West Texans give all at once on May 7th for **#SanAngeloGives**! Join the cause! **@SanAngeloFoundation**
- The real success of **#SanAngeloGives** will not be the big dollars, but the big impact those dollars will have when nonprofits put them to work! Join the giving on May 7th at www.sanangelogives.org. **@SanAngeloFoundation**
- **May 6th:** Tomorrow is **#SanAngeloGives**! Want a quick, easy way to help your community? Your gift goes further **@SanAngeloFoundation**

Sample Social Media Posts (San Angelo Gives May 7th)

- What better way to start your day than with a gift that will make a difference! Join us in giving back to San Angelo TOMORROW from midnight to 11:59pm for **#SanAngeloGives! @SanAngeloFoundation**
- Let's rally this community's generous spirit and get up and GIVE for **#SanAngeloGives!** Visit **www.sanangelogives.org** TODAY to make a difference! **@SanAngeloFoundation**
- Step 1: Go to **www.sanangelogives.org**. Step 2: Find a nonprofit you care about it. Step 3: Make a gift! **@SanAngeloFoundation**
- San Angelo is waking up on the right side of the bed today! Starting at midnight, get your coffee and get online at **www.sanangelogives.org** to take part in San Angelo's Giving Day! **#SanAngeloGives @SanAngeloFoundation**
- Wow! Are y'all watching the leaderboard for **#SanAngeloGives**?! This community's generosity is blowing us away! **XX** more hours to join the cause! **@SanAngeloFoundation**
- Today is the day! Rise and shine San Angelo – time to show this community the impact we can make when we join together! From midnight to 11:59pm make your gift of \$10 or more to the nonprofits of your choice! **#SanAngeloGives @SanAngeloFoundation**
- We're overloaded with generosity! Keep that giving spirit alive San Angelo! **XX** more hours to maximize your gift! **#SanAngeloGives @SanAngeloFoundation**
- Which nonprofits inspire you in this community? Give back today. **#SanAngeloGives @SanAngeloFoundation**
- Give where you live until midnight TODAY! Your local nonprofits need your support. Join us in giving back for **#SanAngeloGives! @SanAngeloFoundation**

Sample Social Media Posts (Quote Series)

- "One is not born into the world to do everything but to do something." – Henry David Thoreau. Who is inspiring you to give today? **#SanAngeloGives @SanAngeloFoundation**
- "Few will have the greatness to bend history itself, but each of us can work to change a small portion of events." – Robert F. Kennedy. Help us change San Angelo for the better! **#SanAngeloGives #San Angelo Gives @SanAngeloFoundation**
- "In a gentle way, you can shake the world." – Mahatma Gandhi. Help shake the world with **@San Angelo Gives** on May 7th! **#SanAngeloGives @sanangelofoundation**
- "Do more than belong: participate. Do more than care: help. Do more than believe: practice. Do more than be fair: be kind. Do more than forgive: forget. Do more than dream: work." – William Arthur Ward. Together we can do more for this community! **#SanAngeloGives @SanAngeloFoundation**

- “The purpose of life is to contribute in some way to making things better.” – Robert F. Kennedy. Join us for **#SanAngeloGives! @SanAngeloFoundation**
- “We have it in our power to change the world over.” – Thomas Paine.
#SanAngeloGives @San Angelo Gives
- “I am only one, but still I am one. I cannot do everything, but still I can do something; and because I cannot do everything, I will not refuse to do something that I can do.” – Helen Keller. Every gift matters. – join us for **#SanAngeloGives! @SanAngeloFoundation**
- “How wonderful that no one need wait a single moment to improve the world.” –Anne Frank. Don’t wait! Join us for **#SanAngeloGives! @SanAngeloFoundation**
- “We must become the change we want to see in the world.” – Mahatma Gandhi.
#SanAngeloGives! @SanAngeloFoundation
- “I feel the greatest reward for doing is the opportunity to do more.” – Dr. Jonas Salk. Just imagine what this community can do with our combined support!
#SanAngeloGives @SanAngeloFoundation
- “Never believe that a few caring people can’t change the world. For, indeed, that’s all who ever have.” – Margaret Mead. **#SanAngeloGives @SanAngeloFoundation**
- “Since you get more joy out of giving joy to others, you should put a good deal of thought into the happiness that you are able to give.” – Eleanor Roosevelt. Help us spread joy in San Angelo today! **#SanAngeloGives @SanAngeloFoundation**
- “It takes each of us to make a difference for all of us.” – Jackie Mutcherson. Make your gift on May 7th at www.sanangelogives.org **#SanAngeloGives @SanAngeloFoundation**
- “Because the people who are crazy enough to think they can change the world, are the ones who do.” – Apple. **#SanAngeloGives @SanAngeloFoundation**
- “Act as if what you do makes a difference. It does.” – William James. **#SanAngeloGives @SanAngeloFoundation**
- “Think of giving not only as a duty but as a privilege.” – John D. Rockefeller.
#SanAngeloGives @SanAngeloFoundation

Pssst!

No time, budget, or skill for making graphics? Try Canva (<https://about.canva.com/canva-for-nonprofits/>) an easy-to-use online image maker.

Sample ‘Thank You’ Language

On behalf of **[your nonprofit]**, thank you for participating in San Angelo Gives **[yesterday/last week]!** Your contribution went even further thanks to the bonus funds and prizes to help **[name of nonprofit]** continue to **[insert mission]**.

Thank you for taking part in this important day of giving for our community!

Countdown Calendar

Getting Started – Immediately

- Create an online profile on www.sanangelogives.org for your organization. (Deadline to create your profile or edit your current profile is **April 1, 2024**.)
- Select a staff member or high-level volunteer as a point person who has strong leadership and organizational skills who can commit to the San Angelo Gives timeline—choose someone to “own” San Angelo Gives for your organization.

2-3 Months Out (February & March)

- Decide on a fundraising goal for your organization. What makes sense?
- Reach out to top donors and friends of your organization to commit to giving on May 7th for San Angelo Gives. Every gift made through www.sanangelogives.org will be amplified!
- Promote San Angelo Gives in your email newsletters, website homepage, social media, and other creative outlets. Remember to be clear that San Angelo Gives is 24 hours, midnight to 11:59 pm, ONE DAY to give online where dollars are amplified and can also help you win prizes throughout the day.
- Encourage your fans to “Like” and “Follow” San Angelo Area Foundation on Facebook (Page called San Angelo Foundation) and Twitter (@SanAngeloGives and @SAAFound). The hashtag is #SanAngeloGives
- Engage your fans through your social media outlets, telling stories, preparing for May 7th
- Consider hosting or planning an event at your space (or other related location) to promote your nonprofit’s mission/purpose and to create community awareness about San Angelo Gives.

One Month to Three Weeks Out (April)

- Continue to update your Facebook status and Twitter followers with San Angelo Gives reminder information (see the Marketing Toolkit under Social Media for sample posts—remember not to over-saturate with too much information or over-sharing).
- Encourage your staff, volunteers, and friends of your organization to keep the buzz going! Reach out to friends and networks to remind them San Angelo Gives is coming

One to Two Weeks Out

- Email supporters to remind them about San Angelo Gives—Tuesday, May 7th
- Continue to mindfully update your social media outlets.
- Encourage supporters to bookmark the link to your organization’s San Angelo Gives profile page
- Finalize volunteer and staff duties for day-of events (prep materials, handouts, social media plan)

Day before: Monday, May 6th

- Send out email reminders to friends of your organization asking them to spread the word "TOMORROW IS THE DAY TO GIVE BACK" – have them continue to circulate
- Confirm your volunteer and staff duties for Tuesday.
- Update social media only 2 to 3 times that day with concise, clear messages. Get them excited! Remind them they have 24 hours to give!

Day of: Tuesday, May 7th

- Send one email to your supporters. Include action items (donate and include the link to your profile page, follow on Facebook, tell 5 friends to go online and donate, tweet out the link to your profile page).
- Host your own event. (tour of your organization, program experience, etc)
- Utilize Facebook & Twitter with strategic messaging – cheer on your fans and thank your donors in real time! **(Reminder: The San Angelo Area Foundation will send each donor a tax receipt immediately upon making an online gift – your organization should not send tax receipts.)**

The day after San Angelo Gives

- Announce your success and the fun of the day through social media, website, and blogs:
 - Number of donors
 - Money raised
 - Prizes won
 - Goals met
 - What money raised will accomplish
- Send thank you emails to donors one to two days after San Angelo Gives. Tell them how important their donation is and how it will grow your mission/impact.
- Consider sending thank you letters (hand-written) to top donors. (Or craft a beautiful email including pictures from the day and personal touches, or make a simple 'thank you' video.)
- Add all your donors to your database – continue cultivation throughout the year by inviting them to events and one-on-one meetings (if applicable).

SUPPORT & Giving Day Team Members

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