

COOK UP A SIZZLING PROFILE

Essential tips to enhance your
profile and effectively engage
potential donors

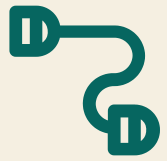


GATHER YOUR INGREDIENTS



Define Your Goals

What do you want people to feel when they view your profile?
What do you want the main call to action to be?



Gather Your Assets

Do you have several photos, graphics, videos, or testimonials available?

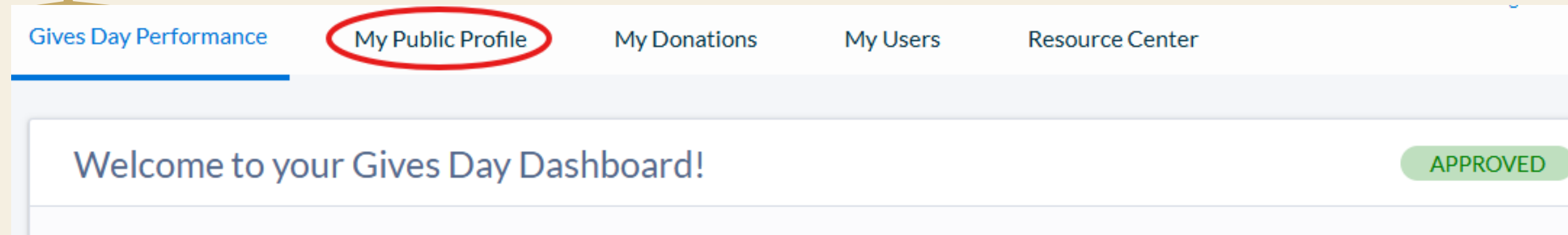


What is Your Giving Day Story?

What do your donors need to know about your organization?



TIME TO LOG IN!



About Us

What We Will Do with the Money

Testimonials

Event Goal

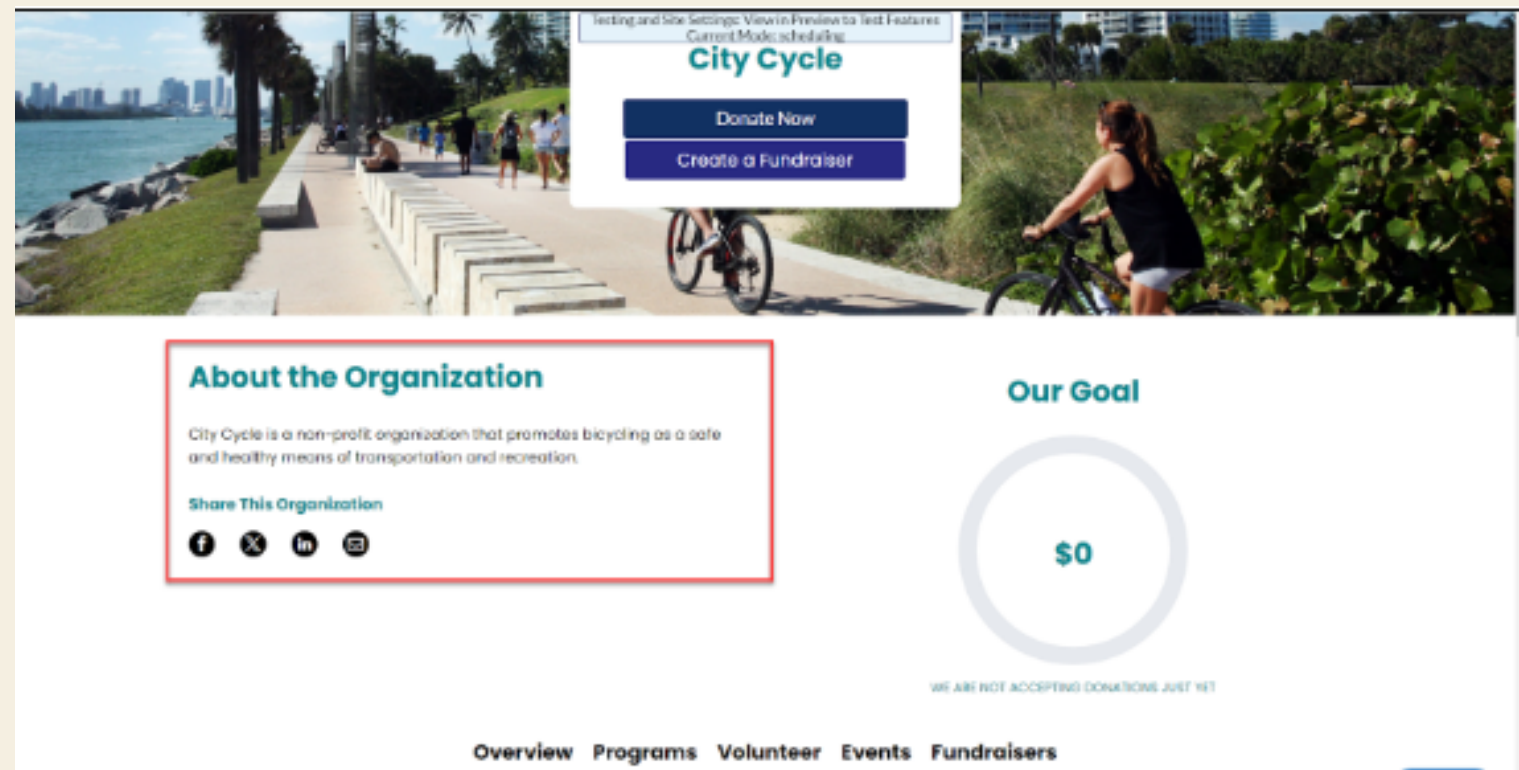
Matching Funds

Donation Levels

Multimedia

Volunteer Opportunities





Public Facing Content

Mission Statement

The Yanney Heritage Park Foundation enhances the community by providing a park with artwork and features accessible to all.

About this Organization

You Can Make a Difference! Yanney Heritage Park's development is often referred to as "donor-driven." This means that the park is constructed, and how it will be used. We want you, the donor, to be involved in the success of the park. Every gift to Yanney Heritage Park improves the quality of the park itself and provides opportunities for the community today, and in the future.

Testimonials

"Great open area park with tons of great outdoor activities (playgrounds, paddle boats, canoes, fishing, general walking, etc.)"

"The park never disappoints; from Crane River Theater productions, to trail runs, to views of the city from the tower, to the lake, it's all here!"

"I bring the kids there to fish, meditate, exercise, you name it!" - Jason

What will we do with the money?

The Yanney Heritage Park Foundation is raising money to provide flowers in The Gardens and fish in the lake! Help us enjoy.

ABOUT US

This is your chance to introduce your organization to potential donors!

- **Be concise** – highlight your impact, history, and goals in a few short paragraphs
- **Break it down** – separate key points into individual paragraphs such as who you are, who you help, and why your work is important
- **Engage emotionally** – use language that emotionally connects with readers to draw them in

What will we do with the money?

The Yanney Heritage Park Foundation is raising money to provide flowers in The Gardens and fish in the lake! Help us make Yanney Heritage Park a beautiful and lively part of Kearney that everyone can enjoy.

Mission Statement

The Yanney Heritage Park Foundation enhances the community by providing a park with artwork and features accessible to all.

Testimonials

"Great open area park with tons of great outdoor activities (playgrounds, paddle boats, canoes, fishing, general walking, excellent observation tower)... Will definitely come back!" - Vince

"The park never disappoints; from Crane River

This section provides transparency and trust-building with donors!

- Be specific – exactly how the donations will be used
- Highlight impact – what are the real results of donations?
- Use storytelling – share brief scenarios or examples to engage donors

WHAT WE WILL DO WITH THE MONEY

TESTIMONIALS

Testimonials from past donors, beneficiaries, or volunteers build credibility and trust. These personal stories provide social proof that your organization is making a difference.

Include diverse voices

Include testimonials from various stakeholders, such as donors, recipients, and volunteers

Personalize

Share details about the testimonial giver, such as their role, duration of involvement, and demographic information

Emotional Connection

Highlight heartfelt stories that showcase the impact of your organization's work

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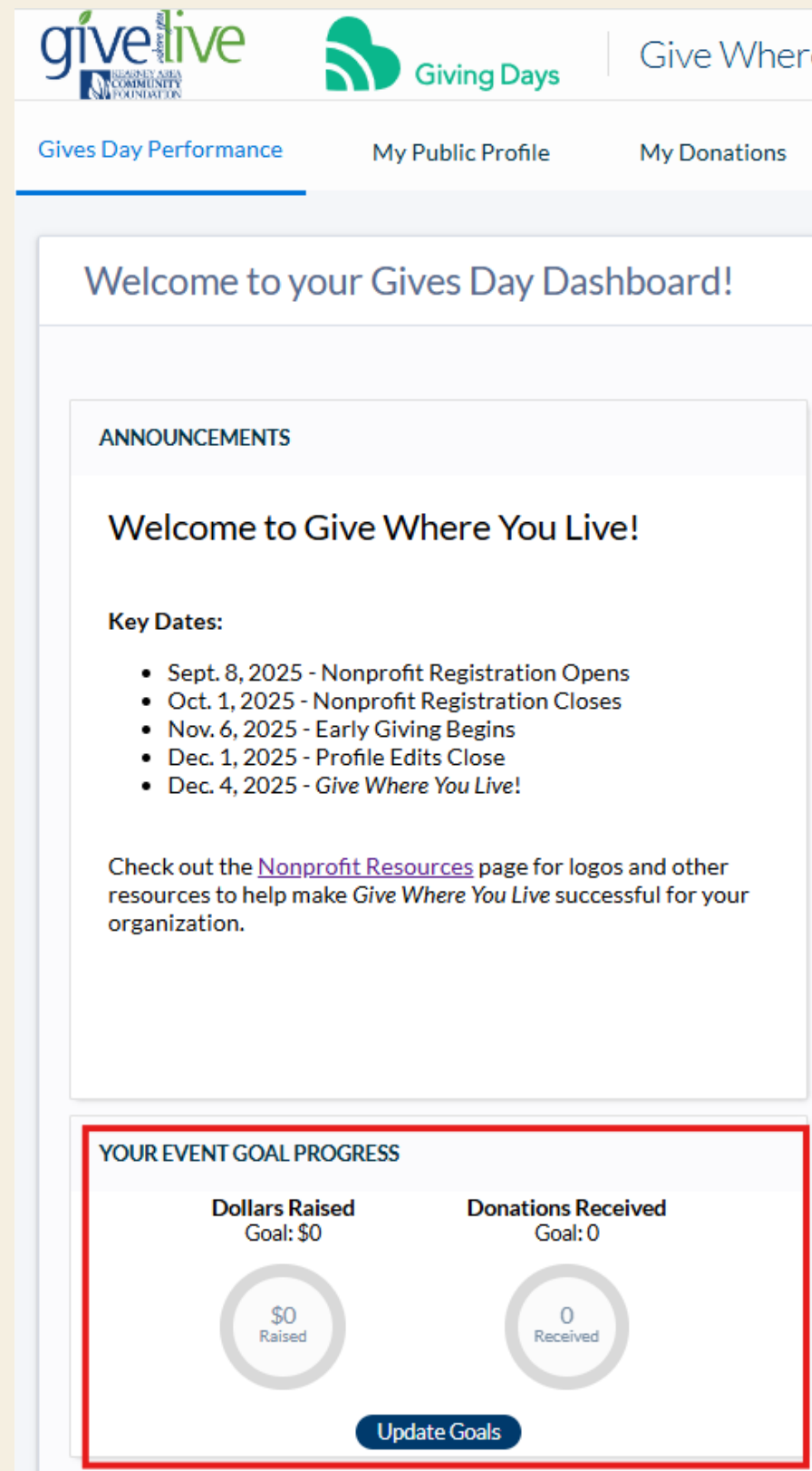
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"The park never disappoints; from Crane River Theater productions, to trail runs, to views of the city from the tower, there is so much it has to offer!" - Bailee

"I bring the kids there to fish, meditate, exercise, you name it!" - Jason

EVENT GOAL



give live  Giving Days | Give Where You Live

[Gives Day Performance](#) | [My Public Profile](#) | [My Donations](#)

Welcome to your Gives Day Dashboard!

ANNOUNCEMENTS

Welcome to Give Where You Live!

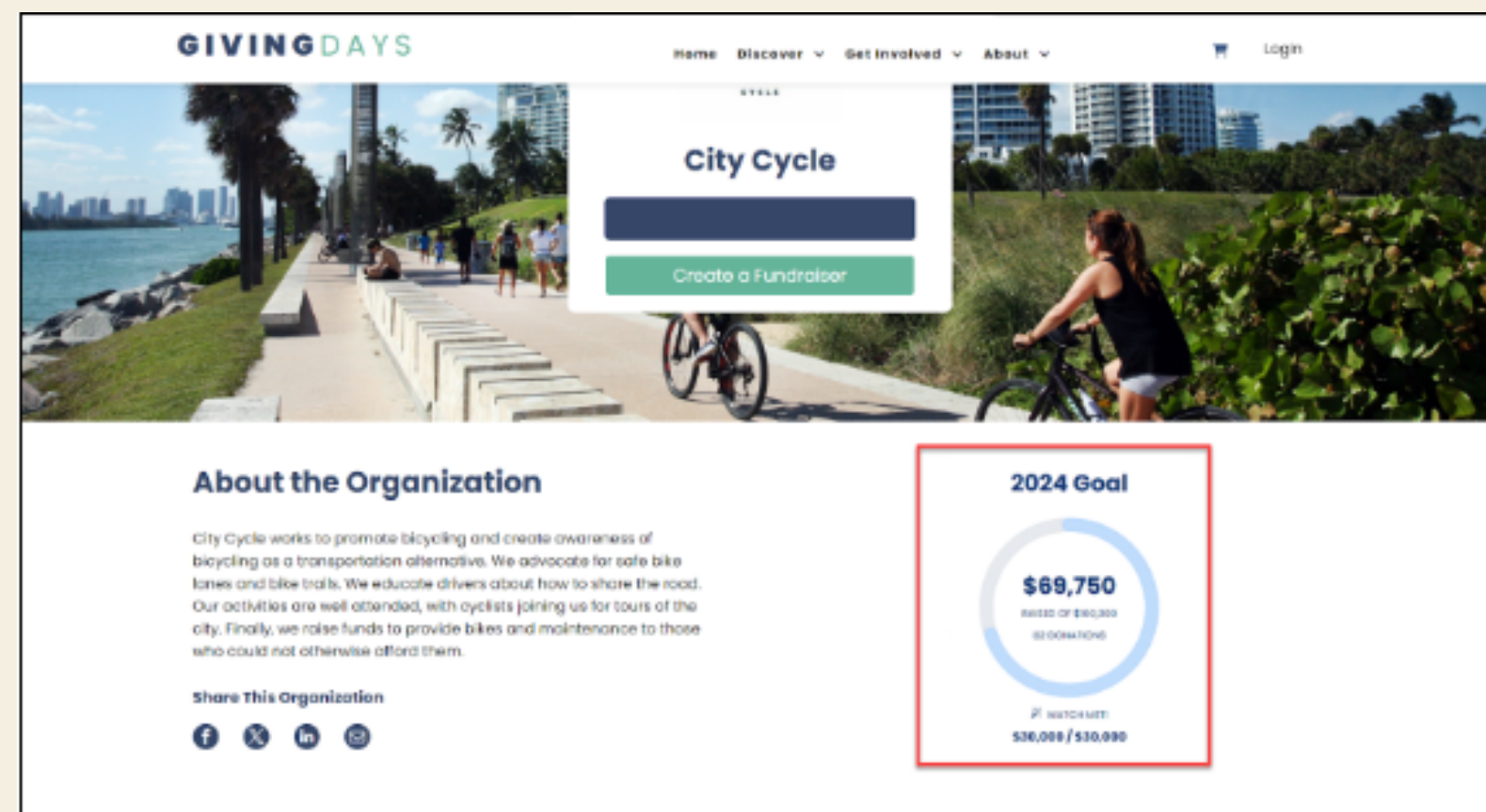
Key Dates:

- Sept. 8, 2025 - Nonprofit Registration Opens
- Oct. 1, 2025 - Nonprofit Registration Closes
- Nov. 6, 2025 - Early Giving Begins
- Dec. 1, 2025 - Profile Edits Close
- Dec. 4, 2025 - Give Where You Live!

Check out the [Nonprofit Resources](#) page for logos and other resources to help make Give Where You Live successful for your organization.

YOUR EVENT GOAL PROGRESS

Dollars Raised	Donations Received
Goal: \$0	Goal: 0
	
Update Goals	



GIVINGDAYS Home Discover Get Involved About Login

City Cycle

[Create a Fundraiser](#)

About the Organization

City Cycle works to promote bicycling and create awareness of bicycling as a transportation alternative. We advocate for safe bike lanes and bike trails. We educate drivers about how to share the road. Our activities are well attended, with cyclists joining us for tours of the city. Finally, we raise funds to provide bikes and maintenance to those who could not otherwise afford them.

Share This Organization

[f](#) [%](#) [in](#) [e](#)

2024 Goal



\$69,750
RAISED OF \$100,000
(69.75% DONATIONS)

WATCH ME!
\$36,000 / \$100,000

- ★ A goal can inspire donors to contribute and help them visualize their impact
- ★ Select a reasonable goal – one that is achievable and reflects your organization's needs
- ★ If potential donors see that you are approaching your goal, they may be inspired to give more
- ★ Highlight your progress – regularly update your donors to encourage further donations

MATCHING FUNDS

Welcome to your Gives Day Dashboard!

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YOUR EVENT GOAL PROGRESS

Dollars Raised
Goal: \$0

Donations Received
Goal: 0

\$0 Raised

0 Received

Update Goals

Set some fundraising goals!

Overall Event Goals

Event Goal ?

\$

Your Total Last Event ?

\$19,009.01

Event Goal - Number of Donations ?

Your Count of Donations Last Event ?

67

Matching Fund Goal ?

\$

Have you secured any matching funds yet?

Yes

No

Early Giving Donations Goals

Early Giving Goal ?

\$

Your Early Giving Total Last Event ?

\$306.00

Early Giving Goal - Number of Donations ?

Your Count of Early Giving Donations Last Event ?

5

Peer-to-Peer Goals

Fundraising Page Goal ?

\$

Your Fundraising Page Total Last Event ?

\$0.00

Fundraising Page Goal - Number of Approved Pages ?

Your Count of Fundraising Pages Last Event ?

Cancel

Submit

Our 2025 Goal

0

RAISED OF \$5,000

0 DONATIONS

AVAILABLE MATCHING FUNDS:

\$1,000 / \$1,000

Donate

DONATION LEVELS



These provide specific examples of what donors' contributions can achieve!

Create tiers – develop multiple donation levels with specific outcomes (\$25 provides books for one child for a year; \$125 provides books for one child for 5 years)

Be clear – explain what each donation level supports in a way that relates to your donors.

How Your Donation Helps

\$25

Three small bales of prairie hay

\$50

Books for our Book Clubs

\$100

Program Fee Assistance Program

\$500

Scholarships for 2 youths

\$1,000

Emergency trip to the Veterinary

\$2,000

Liability insurance for one year

Multimedia



MULTIMEDIA

Videos and images can make your profile more engaging!

- **Tell stories** – create a video that tells a compelling story about your organization and the people you help.
- **Use quality content** – Upload high-quality photos and videos that highlight your impact
- **Consider perspective** – speak directly to your donors with a video – encourage them to support you during GWYL

VOLUNTEER OPPORTUNITIES

OPTIONAL FEATURE

This can attract donors who want to contribute their time and skills. This approach allows you to build a community of committed individuals who are passionate about your cause.

Provide details – include information on how interested individuals can sign up and how they will be contacted

Highlight benefits – explain how volunteers make a difference and what they will gain from the experience



THANK YOU!



Ashley Weets
ashley@kearneyfoundation.org
308-237-3114

