



2025  
TIPS FOR  
FIRST TIME PARTICIPANTS

## What We Learned From Our Past *Give Where You Live* Campaigns

- **Get creative!** Don't be afraid to think outside the box.
- **Begin with your strongest supporters.** Market to your loyal donors first.
- **Tell your story.** Stories inspire and are powerful tools for attracting new donors and volunteers.
- **Plan ahead.** Allow plenty of time to complete your organization's online profile. Be descriptive, but succinct.
- **Engage your people.** Partner with volunteers and those you serve—let them share in your success!
- **Leverage provided materials.** Use the ready-made marketing tools, but put your own spin on them to fit your brand (see Nonprofit Resources on [GiveWhereYouLive.net](https://www.givewhereyoulive.net)).
- **Spread the word widely.** Make sure staff, board members, volunteers, and donors all know about *Give Where You Live* and your specific cause. Encourage them to promote it in their own networks.
- **Be active on social media.** Post before, during, and after the event. Always include links to your giving day webpage. Photos, animated graphics and video attract the most attention.
- **Integrate promotion everywhere.** Add *Give Where You Live* messages to outgoing mail, e-blasts, email signatures, social posts—every communication counts.
- **Take it into the community.** Bring flyers, cards, and handouts to events, post materials around town, and collaborate with local businesses to get your message out. Use local media. Create press releases.
- **Boost your impact with matching gifts.** Secure a match donor for your organization (see Nonprofit Resources on [GiveWhereYouLive.net](https://www.givewhereyoulive.net)).
- **Show gratitude.** Thank donors publicly when appropriate, post results online and on social media, and follow up with personal thank-yous.
- **Reflect and refine.** Pay attention to what works and adjust so your campaign is even stronger next year.

If you have any questions, please contact  
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