



# 2023 NONPROFIT MARKETING TOOLKIT

---

---

A workbook to help you promote your  
**GoodGiving Challenge Campaign.**

BLUE GRASS  
COMMUNITY  
FOUNDATION  
WE'RE IN IT FOR GOOD.

The logo for the Blue Grass Community Foundation is positioned in the bottom right corner. It consists of the words "BLUE GRASS", "COMMUNITY", and "FOUNDATION" stacked vertically, with horizontal lines separating them. Below the stack is the tagline "WE'RE IN IT FOR GOOD." The background of the entire page features a light blue, stylized illustration of grass and wildflowers.

# what is the GOODGIVING CHALLENGE?



Hosted by Blue Grass Community Foundation & Smiley Pete Publishing, the GoodGiving Challenge is an online giving campaign that builds a spirit of philanthropy and makes supporting nonprofits easy and fun.

During the GoodGiving Challenge, contributions of \$10 or more can be amplified with sponsored endowment and matching incentives. The GoodGiving Challenge provides a platform for participating nonprofit organizations to increase awareness, donors and dollars, all within one campaign.

Since its inception in 2011, the GoodGiving Challenge has raised nearly \$20 million for local nonprofits. In 2022, over 12,000 gifts totaling \$2.5 million were given to benefit 198 regional nonprofits.

Launching on Giving Tuesday, the 13th annual GoodGiving Challenge starts Tuesday, November 28 at 9am and ends Friday, December 1 at 11:59pm. Track the [BGgives.org](https://www.bggives.org) leaderboard to follow your nonprofit's progress throughout the week!

**The GoodGiving Challenge is an opportunity for your nonprofit to increase visibility in the community; use it to your advantage!**

**ENGAGE** in authentic, personal conversation with other users.

**TALK** about your success stories and what you did with the funds raised from last year's GoodGiving Challenge.

**ASK** questions that they would be inclined to answer, such as why your nonprofit is important to them or how they like to get involved in the community.

**BE EXCITED!** People want to be part of something bigger than themselves.

**BRAG** about your organization. You're doing great things. Tell people!

**FOLLOW** the hashtag, **#GoodGivingChallenge** to follow what is being posted online.

# 10 reasons why donors should give during the GOOD GIVING CHALLENGE

## **1. It's a Community-Wide Celebration!**

The GoodGiving Challenge engages the entire community and celebrates the vital role of local nonprofits.

## **2. Your Gift Matters**

Everyone can be a philanthropist during the GoodGiving Challenge! Every gift, no matter what size, truly makes a difference!

## **3. Fundraising Efficiency**

The GoodGiving Challenge is an efficient way for organizations to raise funding for critical services to support the community.

## **4. Powerful One-Stop Shop**

[BGgives.org](http://BGgives.org) provides an easy way for everyone to give back with a one-stop shop. Support all your favorite local causes in one place.

## **5. To Make Tomorrow Better**

The GoodGiving Challenge creates a sense of urgency and excitement to support local needs.

## **6. Be a Part of Something Bigger**

When we all give together, it demonstrates our belief in the nonprofit sector and how it makes Kentucky better.

## **7. Prizes!**

By giving through the GoodGiving Challenge, you're helping your selected nonprofit qualify for one or more prizes and amplifying their gifts.

## **8. "We" is Greater Than "Me."**

Giving together is more powerful than giving alone!

## **9. Pride Point**

Our giving spirit becomes a great pride point to share with prospective new families and businesses who may relocate here. A community that gives together, grows together!

## **10. Set a Record!**

What's more fun than seeing how high we can go and setting a record in giving?!

# social media GUIDE



## CONNECT WITH US

Turn on our social media notifications to stay informed about the GoodGiving Challenge. Share and repost our content to increase engagement on your feed!

**INSTAGRAM**

[@bgcfky](https://www.instagram.com/bgcfky)

**FACEBOOK**

[facebook.com/BGCFKY](https://facebook.com/BGCFKY)

## PLAN

**Take time to plan your social media approach.**

- What stories will your organization tell?
- Who will handle social media updates?
- Who will monitor your progress to track donations and keep donors informed?

**Add your social media account links to your email signature, newsletters, websites and print materials.  
Ask staff, board members and friends to connect  
and act as brand ambassadors for you.**

# media OUTREACH

Blue Grass Community Foundation will provide significant PR support with outreach to all local TV, print, radio and social media outlets in the Bluegrass Region. In order to prevent media fatigue about the event, please adhere to the following guidelines:

## Please **DO**:

- Let us know if you are interested in interviewing with the media.
- Mention the GoodGiving Challenge in any interviews or press releases promoting your other programs or events.
- Notify BGCF if you are contacted by a member of the media for an interview about the GoodGiving Challenge.
- Introduce BGCF to any media contacts you are close with so we can ensure they know about the GoodGiving Challenge.
- If media requests an interview with your organization, we will work with you to coordinate times and talking points.
- Attend the Philanthroparty on November 28 and the Wrap Party on December 1!

## Please do **NOT**:

- Contact media on your own to arrange an interview about the event.
- Submit your own press release about the event. BGCF will release multiple press releases announcing event details prior to, during, and after the event.

## GRAPHICS

Download graphics and other materials at [BGGives.org](http://BGGives.org) on the Resources tab. Feel free to use them on your website, social media posts and newsletters.

## USE

**#GoodGivingChallenge**  
**& #BGGives**

**ACROSS ALL SOCIALS TO JOIN  
THE ONLINE CONVERSATION!**

# social media TOOLS



Having the right tools makes completing any task much easier.  
Here is a list of social media tools to make that happen:

## GRAPHIC DESIGN

### CANVA

Quick and easy to customize, Canva has easy-to-use templates for all social media platforms. This makes designing social media images easier and better in quality.

### ADOBE CC

With Adobe Creative Cloud you will have the entire collection of Adobe Desktop and mobile apps to help create stunning visuals.

### PEXELS

Free stock photos and videos you can use everywhere.

### PIXABAY

A website for sharing photos, illustrations, vector graphics, film footage and music,

## METRICS

### ICONOSQUARE

Instagram analytics made easy. Measure performance, user-engagement, track competitors and hashtags, and optimize your strategy.

### META BUSINESS SUITE

Get a clear overview and metrics of your Facebook and Instagram posts.

## SCHEDULING SYSTEMS

**Create your social media posts early and schedule them to post at a later date!**

### BUFFER

Social media scheduling platform trusted by brands, businesses, agencies and individuals to help drive social media results.

### HOOTSUITE

A great social media management tool that allows you to manage multiple social networks.

## FACEBOOK TIPS

- Use Facebook to connect with followers and deepen relationships.
- Ask open-ended questions to begin conversations.
- Don't use Facebook as a bulletin board! Share content from other pages that your followers will find interesting. Tag people and organizations who support you.
- Mix up the content with pictures and video.
- Respond and show people you're listening.
- Tell stories! With permission, develop relatable stories about board members or supporters' experiences.
- Quality over quantity. Use analytics to determine what posts your followers like and create similar content.

## INSTAGRAM TIPS

- Instagram can help you visually tell your story to supporters through quotes, graphics, photos and videos.
- The image is the most important part. Use the caption to give information, but keep it short – one or two sentences.
- Use #GoodGivingChallenge, #BGgives, and other hashtags so donors can find your posts.
- Instagram Stories allow you to upload fun snapshots of your organization's work without inundating your followers' feeds. Stories only last for 24 hours, so pin them to your Story Highlights.
- Upload short videos to Instagram Reels. Repurpose your existing video content into short 15- or 30-second clips that tell your story.

## TIK TOK TIPS

- TikTok is much more than dance challenges and recipe videos! It's a fantastic platform for you to connect with your audience.
- Create videos that talk about your work and how your nonprofit meets the needs of your community, but keep it relatively short.
- Show viewers behind-the-scenes videos of your work and impact.
- Post expert advice about your cause.
- Plug in to trends and create content with trending sounds and imagery to increase your chances of landing on the "For You" page.
- As with the other social media platforms, use #GoodGivingChallenge, #BGgives, and other hashtags so you can join in the conversation and make it easy for donors to find you.

T

I

P

S



# sample SOCIAL MEDIA POSTS

## BEFORE THE GOODGIVING CHALLENGE

Your #GoodGivingChallenge donation is a direct investment in our community. We can't wait to see the impact your donations have!

Excited to be a part of a BIG event in our community! What does the #GoodGivingChallenge mean to you?

The real success of the #GoodGiving Challenge won't be dollars raised, but the impact those dollars will have when nonprofits put them to work! Help your community by giving starting on Giving Tuesday at BGgives.org.

Last year we raised \$2.5 million during the #GoodGivingChallenge! Will you help us beat that total?

Tomorrow is Giving Tuesday! Want a quick, easy way to help your community? Your gift goes further on BGgives.org.

We can't wait to be a part of such a BIG event! What's your favorite part of the #GoodGivingChallenge?

Last year, the #GoodGivingChallenge raised \$2.5 million to support over 100 nonprofits! Think we can top it this year?

## DURING THE GOODGIVING CHALLENGE

What better way to start your day than making a difference! Join us in giving back to the Bluegrass for the #GoodGivingChallenge!

Let's GROW GOOD in the Bluegrass! Visit BGgives.org TODAY to make a difference!

Boost the impact of your gift today during the [insert match information] of the #GoodGivingChallenge! Visit BGgives.org to donate.

Help make a brighter place tomorrow by donating to local nonprofits today with the #GoodGivingChallenge.

With a gift of \$10 or more, you can help nonprofits in the Bluegrass achieve their goals with the #GoodGivingChallenge. Donate today!

The #GoodGivingChallenge is still going strong! Donate today to help us change the Bluegrass for the better: [enter link to donation page]

Join me and donate to your favorite causes TODAY for the #GoodGivingChallenge!



Explore the #GoodGivingChallenge and #BGgives hashtags to be inspired by posts from previous years!



# sample direct mail/email TEMPLATES

The following example offers language you can use for your GoodGiving Challenge outreach. The sample letter/email below could be sent to previous year donors, staff, or board members to help them get involved. Feel free to copy and adjust.

Dear **[Donor Name]**,

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

This year, from November 28 - December 1, **[organization name]** is participating in the 13th annual GoodGiving Challenge, an online giving extravaganza for nonprofits in the Bluegrass Region. We invite you to join the movement and help us reach our goal of **[\$XX-,XXX]**.

Here's how you can join the movement:

1. Be a philanthropist and give November 28 - December 1! Your gift matters! If you donate to **[our organization]** on BGives.org your dollar will be stretched with **[insert your own matching funds if you have them]** plus prizes sponsored by local businesses and philanthropists.
2. Spread the word! Tell your friends and loved ones about **[our organization]** and the GoodGiving Challenge! Don't forget to tag **[organization social handle]** and #GoodGivingChallenge if you're posting online. Encourage your friends and family to join you in being a philanthropist.
3. Be a Champion! Create your own personal campaign to raise money for **[organization name]**. Choose a goal and share with family and friends. You can create Fundraiser Pages at BGives.org.

With your help, we WILL reach our **[\$X, XXX]** fundraising goal during the GoodGiving Challenge!

Follow us on social media **[insert a link to your social media page(s)]** so you can share in the excitement of a week of giving and remember to give November 28 - December 1!

Sincerely,

**[Name]**  
**[Title]**

# sample THANK YOU LANGUAGE

The following example offers ideas and language you can use as part of your GoodGiving Challenge thank-you emails, letters or videos. Feel free to copy, paste, or adjust as you see fit for your organization.

Dear **[Donor Name]**,

Thank you for donating to **[organization name]**! Your generous support makes a meaningful difference to **[core mission constituency, e.g. homeless youth, children with cancer, rescue dogs]**, as we continue to change lives every day.

The GoodGiving Challenge gives us a chance to introduce our organization to a new audience and raise funds to continue to keep our mission going. Your donation brings us one step closer to reaching our overall fundraising goal for the year!

A huge thank you to the **[number of people]** who donated. These contributions helped us raise **[\$XX,XXX]** during the GoodGiving Challenge! The money raised will help us **[what the raised money will help do, e.g. feed so many dogs, provide programing to so many more families]**!

Follow us on social media **[insert a link to your social media page(s)]** to see just how these donations will help us reach our mission.

Sincerely,

**[Name]**

**[Title]**

## SAMPLE THANK YOU LANGUAGE

On behalf of **[your nonprofit]**, thank you for participating in the 13th annual GoodGiving Challenge! Your contribution went even further thanks to the matching funds and prizes to help **[name of nonprofit]** continue to **[insert mission]**.

# FUNDRAISER PAGES

## WHAT ARE FUNDRAISER PAGES?

Fundraiser Pages are a vehicle for donors to connect their passion and network by creating a personal campaign to raise money on behalf of any nonprofit organization participating in the GoodGiving Challenge. Donors can create a custom web page with photos, videos and a personal appeal. Once the page is created, they can share it.

Fundraiser Pages are a great tool for board members. Each board member can set up their own campaign to share with family and friends. You may even consider having a friendly competition to see who can raise the most funds!

## HOW DO I CREATE A FUNDRAISER PAGE?

Decide which nonprofit to support. Go to its nonprofit profile and click **FUNDRAISE**.

You will be asked to create a donor account – it does not take long!

**Fill out your campaign with the following information:**

- Organization you're supporting
- Title of Fundraiser Page
- URL Link (BGgives.org/[your custom URL])
- Summary/Your Story
- Photos/Videos
- Summary of Personal Appeal
- Campaign Goal (\$)

Submit your campaign for approval to the nonprofit you're supporting. Once your nonprofit approves, it will show up live on its [BGgives.org](https://BGgives.org) webpage.

## IDEAS FOR USING FUNDRAISER PAGES

- Encourage board members to create a page and be the first to reach a goal.
- Families can engage their kids by having them pick a favorite charity to see how big of a difference their family can make.
- Encourage December birthdays to ask for donations instead of presents.
- Use your Fundraiser Pages to donate in lieu of Christmas or Hanukkah gifts.
- Announce you'll host a dinner or party for all your friends who donate.
- Match your friends' donations up to a certain amount.

# FUNDRAISER PAGE

# FAQS

## **Is there a limited amount that can be raised through a Fundraiser Page?**

While you have the ability to set any goal you would like, we encourage you to set a goal that is feasible within the week-long time frame for your network. We recommend goals ranging from \$100 to \$2,000.

## **Will I be notified when someone makes a donation through my Fundraiser Page?**

Yes, you will receive an email that tells you a donation has been made and who made the donation, unless they have chosen to give anonymously. This information is also in your donor profile.

## **Can I have more than one Fundraiser Page?**

Yes, but we recommend you choose one or two of your favorite nonprofits to focus your efforts.

## **How will the donations I raise get to the nonprofit?**

Fundraiser Pages donate to the nonprofit you are raising money for and not directly to you. When someone donates through your Fundraiser Page, they will be redirected to the donation page for the designated charity and will complete their donation through the normal checkout process. As with all other donations, Blue Grass Community Foundation will compile the donations and distribute checks to participating nonprofits after the event.

## **When can people begin giving to my Fundraiser Page?**

Giving will open on November 28 at 9am.

## **Can I include money raised offline in my Fundraiser Page total?**

All donations for the GoodGiving Challenge must be made on [BGgives.org](http://BGgives.org). Gifts made via checks and cash can be given directly to nonprofits but will not be counted towards the totals for the GoodGiving Challenge.

## **When will my Fundraiser Page campaign end?**

Donations to Fundraiser Pages will end on December 1 at 11:59pm.

## **How can I see who is fundraising for a nonprofit?**

All Fundraiser Pages linked to specific nonprofits will be listed on the nonprofit's profile. To see a list of Fundraiser Pages for all nonprofits, you can select the Fundraiser Pages button under the Nonprofit search bar.

# QUESTIONS?



The GoodGiving Challenge Team is here to support you however we can throughout your campaign!

## **Please follow the steps below to get assistance:**

- Look for answers at [www.BGgives.org](http://www.BGgives.org)
- Email [lauren@bgcf.org](mailto:lauren@bgcf.org) or [courtney@bgcf.org](mailto:courtney@bgcf.org)
- Call 859.225.3343
- For assistance with the BGgives.org site, contact the Neon One support team by clicking on the blue "SUPPORT" button on the homepage.



...GoodGiving Challenge donors can choose to cover the technology and processing fees when they check out. Help your donors' gifts go further by encouraging them to cover the fees, ensuring that nonprofits get the most out of donations!