



2023 BOARD MEMBER TOOLKIT

A workbook to help you plan your
GoodGiving Challenge Campaign.

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

Dear Nonprofit Board Member,

Welcome to your 2023 GoodGiving Challenge toolkit! As a nonprofit board member, you serve our community in a number of important ways. You bring connections, talent, experience, passion, perspective and more to advance a mission that you are passionate about. We invite you to extend these resources even further by assisting your nonprofit with their GoodGiving Challenge campaign.

Hosted by Blue Grass Community Foundation and Smiley Pete Publishing, the GoodGiving Challenge is an online giving event that brings the region together as one community, raising money and awareness for 100+ local nonprofits in 15 counties in Central and Appalachia Kentucky. This year is the 13th anniversary!

As a board member, your support is essential to your nonprofit's success in the GoodGiving Challenge. Nonprofits with engaged and active boards raise more than nonprofits whose boards are disengaged. As a board member, you can assist organizations by sharing your network and talents. Your leadership will make your community stronger as you unite as a board behind your nonprofit's GoodGiving Challenge campaign.

How can you help? We developed this toolkit as a starting point to support you as you support your nonprofit. You will find talking points, sample social media posts, ideas for how you can support your board, and instructions on how to set up a Fundraiser Page. We hope you find it useful in helping you lead your nonprofit organization to success.

We wish you the best with your campaigns and look forward to cheering you on November 28 - December 1!

get ready
get set
GIVE!

- The GoodGiving Challenge Team at Blue Grass Community Foundation

overview of the GOODGIVING CHALLENGE

What is the GoodGiving Challenge?

The GoodGiving Challenge is an online giving campaign that makes supporting local nonprofits easy and fun. Contributions of just \$10 or more can be amplified with sponsored endowments and matching incentives. Since its inception in 2011, the GoodGiving Challenge has nearly \$20 million for local nonprofits.

Who is Blue Grass Community Foundation?

Blue Grass Community Foundation is where people go to give — their passion, money and ideas — to enhance the quality of life in Central and Appalachia Kentucky. We help individuals, families, businesses, communities and nonprofit organizations establish charitable funds, guide their resources to support causes they care about, meet community needs, and make a difference.

When is the GoodGiving Challenge?

The GoodGiving Challenge will take place online from Tuesday, November 28, at 9am to Friday, December 1, at 11:59pm.

How does it work?

Donors visit the online giving platform at BGgives.org to search for profiles of participating nonprofits. They select organizations to add to their cart and make a minimum donation of \$10. Nonprofits have the opportunity to receive additional funds through prizes, matches, and bonus pools. All donations are processed through the website, which allows nonprofits and donors to track the giving via the site's leaderboard.

Why is BGCF hosting the GoodGiving Challenge?

We believe in the power of collective giving. Now in its 13th year, the GoodGiving Challenge is our community's biggest local giving event! During the GoodGiving Challenge, our region comes together with gifts big and small to give to hundreds of local nonprofits!

Why are there fees associated with donations made on BGgives.org?

The transaction fees are assessed by credit card companies, as well as the BGgives.org platform provider. Gifts made by credit cards or ACH are assessed a 5.3% fee per transaction. A portion of that fee, goes to technology costs and the remainder is a credit card processing fee. Gifts made using a Blue Grass Community Foundation donor advised fund are not assessed the 5.3% fee.

Donors can opt to cover the transaction fee — in fact, the vast majority do just that!

No matter the method of payment, donors receive a tax deduction on the full gift amount.



The GoodGiving Challenge

provides an easy platform for you to be
a fundraising champion.

CATALYST

Use your connections in your community to help build your campaign. **Reach out to local businesses for partnerships.** Partnerships can include sharing your nonprofit's GoodGiving Challenge page on social media, securing matching funds, or donating proceeds to your organization. **Engage your network.** Leverage the excitement and energy of the Challenge and tell your network why you support your organization. Invite people to an event hosted by you and end with a call to action to give to your organization at BGGives.org.

COMMUNICATOR

Get the word out about your organization and help educate your personal and professional networks. Encourage them to give, spreading your nonprofit's mission to more people. **Include the GoodGiving Challenge in your email signature.** This is a powerful and simple tool to utilize in advertising your organization's campaign. Act as a social media champion. **Share your story and why you are giving on your social media pages.** Tell your networks why you are serving as a board member through texts, letters, emails, and social media posts.

DONOR CARE LEADER

Let donors know their impact is being celebrated. Assist your organization with thanking donors and help them develop and care for their donor base. **Make phone calls.** Use the sample call script to contact donors and let them know their donations matter. Help remind donors to give. **Send a personal message** or make phone calls to last year's donors reminding them about the GoodGiving Challenge.

social media GUIDE



CONNECT WITH US

Be sure to turn on notifications so that you don't miss a post!

Share and repost our content, and your organization's posts, to increase engagement on your feed!



facebook.com/bgcfky



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

SAMPLE FACEBOOK & INSTAGRAM POSTS

BEFORE THE CHALLENGE:

- Save the date! The **#GoodGivingChallenge** starts November 28. Help support **[your nonprofit]** and donate to **[insert nonprofit BGives.org profile link]**.
- My **#GoodGivingChallenge** gift will help **[your nonprofit]** **[accomplish goal]**. Join me in helping us reach this goal! **[insert nonprofit BGives.org profile link]**
- I support **[your nonprofit]** because **[reason]**. You can support them too by donating to the **#GoodGivingChallenge** Nov. 28 - Dec. 1!

DURING THE CHALLENGE

- The **#GoodGivingChallenge** starts now! Help me support **[your nonprofit]!** **[insert direct donation link]**
- When you give to **[your nonprofit]** during the **#GoodGivingChallenge**, you can help them **[achieve a goal]**. Donate today! **[insert direct donation link]**
- **[your nonprofit]** does **[enter mission]** for our community. I am proud to support them during the **#GoodGivingChallenge**. You can donate too! **[insert direct donation link]**
- Have a nonprofit that you're passionate about? I support **[your nonprofit]** because **[reason]**. Consider donating today for the **#GoodGivingChallenge!**

phone scripts/ EMAIL TEMPLATES

BEFORE THE CHALLENGE:

Hi _____,

My name is _____, and I serve on the board of **[ORG NAME]**, I want to thank you for your past support. Because of supporters like you we have been able to **[IMPACT OF A DONATION TO YOUR ORGANIZATION]**.

This is an exciting time to give back! **[ORG NAME]** is participating in the GoodGiving Challenge, November 28 - December 1! We'll be joining hundreds of other nonprofits to make our community stronger. Contributions of just \$10 or more are amplified through sponsored endowment and matching incentives.

During the GoodGiving Challenge, we celebrate the impact nonprofits have on our community — something that would be impossible without givers like you. I hope that you'll donate again during this year's GoodGiving Challenge.

A community that gives together, grows together!

Thank you and have a great day!

DURING THE CHALLENGE:

Hi _____,

My name is _____, and I serve on the board of **[ORG NAME]**. I wanted to thank you for supporting our mission to **[YOUR MISSION]**. The GoodGiving Challenge is an exciting fundraiser where you can donate to all your favorite nonprofits in one place. A community that gives together, grows together. Join me by giving to **[ORG NAME]** to help create a stronger and more vibrant community. Simply search for **[ORG NAME]** and donate to us on BGgives.org.

Thank you and have a great day!

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 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 with friends and family.

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

How do I create a Fundraiser Page?

First, decide which nonprofit you want 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
- 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 BGives.org.

Ideas for using Fundraiser Pages

Fundraiser Pages can help you generate excitement during the GoodGiving Challenge.

Here are some ideas:

- Encourage board members to create a page and see who can meet their goal first.
- Families can engage their kids by having them choose a favorite charity and challenge themselves by making it a competition.
- Encourage December birthdays to ask for donations instead of presents.
- Encourage your friends and family to donate to your Fundraiser Page in lieu of Christmas or Hanukkah gifts.
- Announce you'll host a dinner or party for all your friends who donate.
- Match your friend's donations up to a specified amount.

Have additional questions?

Neon One has posted helpful guides and resources about Fundraising Pages here: BGives.org/content/fundraisingPages.

fundraiser PAGES FAQs

Is there a limit to the amount 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.

When can people begin giving to my Fundraiser Page?

Giving will open on November 28 at 9am.

When will my Fundraiser Page campaign end?

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

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. You can also find this information in your donor profile. Keep the spirit of generosity going by thanking your donors right away.

How will the donations I raise get to the nonprofit?

When people donate from a Fundraiser Page, they are donating 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.

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.

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

All donations for the GoodGiving Challenge must be made online via BGgives.org. Gifts made via checks and cash can be given directly to nonprofits but will not be counted toward the totals for the GoodGiving Challenge.

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.

individual FUNDRAISING PLAN

NAME: _____

DATE: _____

The 2023 GoodGiving Challenge is November 28 - December 1! In support of _____, and as a dedicated board member, I will support and raise money for our GoodGiving Challenge campaign in the following ways:

Between now and the GoodGiving Challenge, I will:

- ☐ Follow our organization's social media accounts and share posts about the **#GoodGivingChallenge**
- ☐ Invite my friends and colleagues to follow our organization and BGCF on social
- ☐ Send an appeal letter via email to my contacts
- ☐ Call people I know and ask them to join me in giving to our organization
- ☐ Call current donors, even if I don't know them, to thank them for supporting us. Ask them to consider a gift during the GoodGiving Challenge.
- ☐ Provide names and contact information of prospective donors to staff and build our mailing list.
- ☐ Contribute to matching funds for our organization
- ☐ Set up a Fundraiser Page to support our organization

I will support our organization during the GoodGiving Challenge by:

- ☐ Donating online at BGgives.org
- ☐ Asking my friends and colleagues to donate
- ☐ Emailing my network to remind them to give to our organization
- ☐ Posting on social media about why I give
- ☐ Participating in our organization's GoodGiving Challenge events
- ☐ Hosting a party/event at which I will ask my friends to donate

I will support our organization after the GoodGiving Challenge by:

- ☐ Calling donors, even if I don't know them, to thank them for supporting us
- ☐ Writing thank you cards to donors
- ☐ Sharing our social media posts announcing our successes

I will act on all of the selected ideas with a goal to donate \$_____ myself and to raise \$_____ from my network during the week of the GoodGiving Challenge, November 28 - December 1, 2023.