

GETTING THE MOST OUT OF YOUR PROFILE CHECKLIST FOR SUCCESS

Blue Grass Community Foundation provides a variety of resources to help you create your GoodGiving Challenge campaign! No need to create your own. We do the work for you, allowing you to focus on creating a successful campaign. The 2023 Toolkit will be posted at www.BGgives.org under the RESOURCES page.

SHARE YOUR NONPROFIT'S STORY

Go above and beyond in making your profile the best it can be! Your profile is designed to tell your nonprofit's story. We encourage you to take full advantage of all the features to create an informative and robust profile. Use the checklist below to make sure you have included all the information.

- ☐ Mission Statement
- ☐ More About Us Section
- ☐ Testimonials & Stories
- ☐ Create custom donation levels that show how a donation will make an impact. For example, \$25: Covers lunch for students
- ☐ Information about programs offered by your organization
- ☐ Events, both unrelated and related to the GoodGiving Challenge
- ☐ Photos and videos of your organization
- ☐ Volunteer and In-Kind Needs
- ☐ Avoid jargon that new donors would not understand
- ☐ Double check that all information is correct
- ☐ Check that hyperlinks to website and social media pages work
- ☐ Check for typos, spelling and grammar mistakes
- ☐ Ask your biggest supporters to fundraise on your behalf by creating and promoting their own "Fundraiser Pages"

