



OCTOBER 21 • 2025

A Day of Giving Championed by  
Community Foundation of the Brazos Valley



# 5 TIPS

## TO ENHANCE YOUR BRAZOS VALLEY GIVES SOCIAL CONTENT

### 1. Tell your story during early giving and leading up to BV Gives Day.

Be authentic. Tell your nonprofit's story and engage supporters by informing. Storytelling and images/videos are a simple, yet effective way to capture everyone's attention. Remember - you want your donors to stop the scroll and engage with your post.

### 2. Include your direct donation link in every post!

Include instructions on how to donate on every single post. Whether it be your direct donation link or information about in-person drop-off locations. Make it easy for your donors!

### 3. Pin your Brazos Valley Gives Announcement

To stay at the top of your social page indefinitely, you can easily pin a post on your Facebook, Instagram, or Twitter page. This helps spread awareness of your #BVGives2025 campaign to all visitors. After publishing your announcement post, simply click on the right hand corner of the post and select "Pin to Top of Page."

### 4. Brand Recognition & Awareness

Brand your cover photo using Brazos Valley Gives templates provided for you on our website. Have an overall theme for your Brazos Valley Gives Campaign to engage your audience with brand recognition.

### 5. INTERACT WITH YOUR PEOPLE!

As Brazos Valley Gives approaches, plan days to go live on social media beforehand. Let supporters know how they can contribute and ask them to give. On BV Gives Day, try "going live" to thank and acknowledge donors who have contributed. You can also create a sense of urgency on BV Gives Day by providing live updates of how close your organization is to meeting its fundraising goals. You can provide updates on Facebook or Instagram Live or by adding to your story. Engage with your supporters comments and tag them on your social pages! Have fun!

