Toolkit for Nonprofits

Celebrating **15** Years!

Spring2ACTion

Alexandria's Giving Day
Presented by ACT for Alexandria

Let's Make Spring2ACTion a Success!

Our local nonprofits help ensure Alexandria is a vibrant community where everyone can succeed, and we at ACT for Alexandria are excited to help you meet your Spring2ACTion fundraising goals.

This toolkit includes tips for sharing your organization's call for donations. Additional ideas are available in the Nonprofit Toolkit available on the Spring2ACTion website.
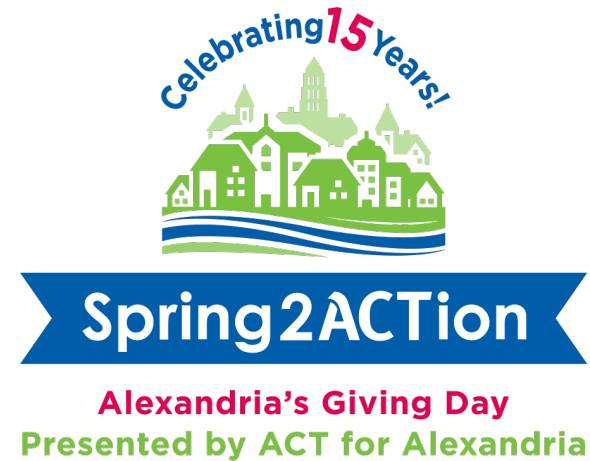
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www.spring2action.org

2025 Timeline

- **March 26 – April 8:** Early Giving

- **April 9:** Giving Day

- **April 13**: Last Day to Give

Giving Instructions for Donors

Donors can give by:

1. Visiting www.spring2action.org

2. Clicking the the "Donate" button or using the search to find your nonprofit

Note you can also send donors the direct link to your nonprofit giving page. Payment options include credit cards, Apple Pay, Google Pay, and ACH transfer. Giving starts at just $5.

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Social Media Tips

- **Pair your post copy with eye-catching photos and videos.** Viewers eyes are often drawn to the image first, so ensure it's engaging. Show pictures from your organization's activities and those who benefit from your efforts. Video testimonials are especially impactful.

- **Use the hashtag, #Spring2ACTion.** This will help ensure viewers interested in Giving Day's content will be able to find your posts. You can use hashtags on Facebook, Instagram, LinkedIn, Twitter, and TikTok.

- **Ask your supporters to share why they donated on their own social media.** This will encourage their friends, family, and colleagues to also donate.

Follow ACT for Alexandria on social media and like and share our #Spring2ACTion content.

Facebook

Instagram

LinkedIn

Social Media Content

Early Giving Sample Posts

In the two weeks leading up to Giving Day (April 9), share that you are participating in #Spring2ACTion and how you have used prior funds or will use funds raised in 2024. Also, if you have matching donations or events, let your followers know.

Sample 1
We are participating in #Spring2ACTion, Alexandria's Annual Giving Day! Take 5 minutes to donate $5 or more and make a positive impact on our community. Donate now through April 9 at www.spring2action.org

Sample 2
A little can go a long way when our community comes together and gives during #Spring2ACTion, Alexandria's Giving Day! Giving starts at $5. Donate now at www.spring2action.org

HELP US HELP OTHERS

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April 9, 2025 | spring2action.org

Right click to save picture or download images.

Social Media Content

Giving Day Sample Posts

Encourage donations throughout the day. Create energy by sharing how much you need to meet your goals, images or video of staff/volunteers helping to manage giving or events, and any prizes that you want to win or have won.

Sample 1
It's #Spring2ACTion, Alexandria's annual Giving Day, and we need your support. Take 5 minutes to give $5 to [NONPROFIT NAME] today! www.spring2action.org

Sample 2
We're excited to be a part of #Spring2ACTion, Alexandria's Giving Day! We're raising funds to [INSERT GOAL]. Visit www.spring2action.org and donate today!

Right click to save picture or download images.

Sample Video Script and Prompts for Supporters

Video Script

Hello, I'm [INSERT NAME], and I'm happy to Spring2ACTion and support [INSERT ORGANIZTION].

Today, thousands of people in our community are giving to Alexandria's nonprofits. This annual giving day raises millions and gives you the opportunity to support causes we all care about. Giving starts at $5, and it's easy, affordable, and fun.

Donate now through April 9. Learn more at www.spring2action.org.

Additional Content Ideas
Use these prompts to create a post text or video.

- **How does your organization serve Alexandria?**

- **How will your organization use the funds from Spring2ACTion?**

- **What's your favorite thing about Spring2Action?**

Key Resources and Links

- **Nonprofit Toolkit:** https://www.spring2action.org/info/nonprofit-toolkit

- **Social Media Hashtag**: #Spring2ACTion

- **Social Media Images:** www.spring2action.org/info/downloads

- **Website:** www.spring2action.org