Give BIG
GALLATIN VALLEY

POWERED BY
One Valley
COMMUNITY FOUNDATION

One Day.
Endless Possibilities.

Virtual Engagement | March 19th, 2025

The Give Big Team

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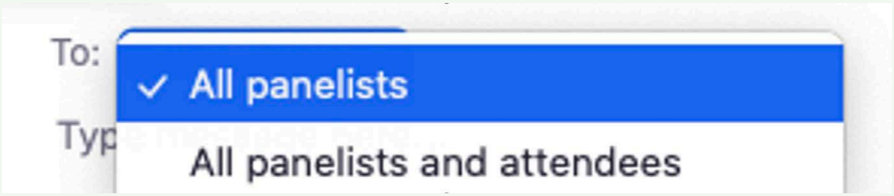
Zoom Etiquette

This is being recorded. The recording will be available on the /trainings page.

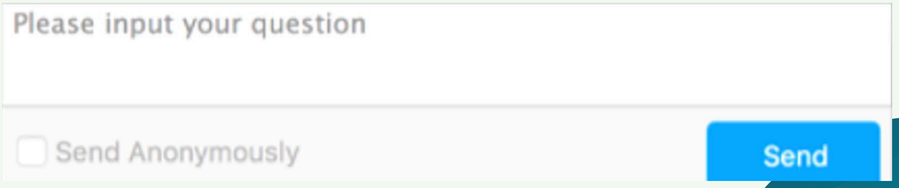
If you have questions or comments throughout our training, please write in using your Zoom webinar attendee panel.

Introduce yourself! Name, location, organization.

CHAT



Q & A



One Valley Community Foundation

Connecting people who care to causes that matter to ensure all can thrive in Gallatin County.

One Valley
COMMUNITY FOUNDATION

ONE DAY.

Endless Generosity.

Give Big Gallatin Valley is a 24-hour celebration of giving that multiplies generosity and amplifies the missions of hundreds of Gallatin County nonprofits.

Give Big at a Glance

$17.4 Million

RAISED IN 10 YEARS

464

ORGANIZATIONS IMPACTED

95,562

GIFTS MADE

Virtual Engagement

- Setting up your Give Big profile
- Creating a compelling social media plan
- Using email strategically
- Optimizing your website
- Tools & resources

GiveBigGV.org

Virtual Engagement Strategy

A strong Give Big campaign includes:

- A compelling profile
- A consistent social media presence
- Targeted email outreach
- An optimized website

The goal:

Create a donor journey that makes giving easy and inspiring

GiveBigGV.org

Getting Started: Build Your Tool Kit

- **Goal:** Define what you want to achieve during Give Big (fundraising target, donor engagement, awareness).
- **Messaging:** Craft clear, consistent messages about your impact and why Give Big matters.
- **Call to Action:** Ensure every post, email, and webpage directs donors to Give Now with a clear link.
- **Content Plan:** Map out key emails, social media posts, and website updates in advance.

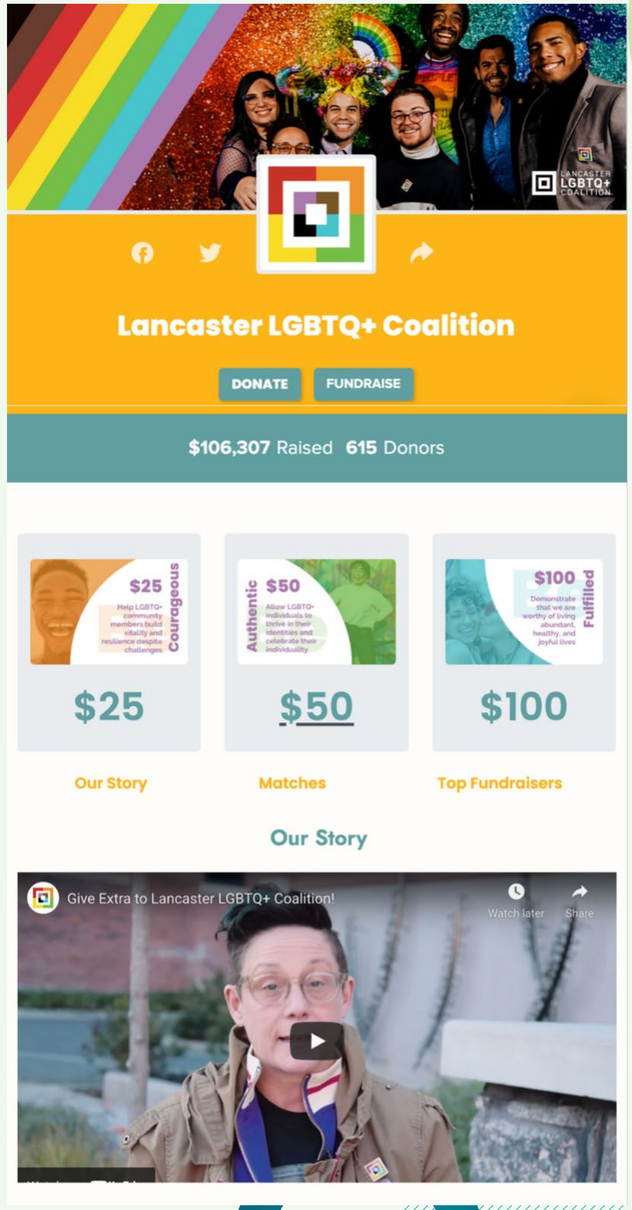
VIRTUAL ENGAGEMENT

Optimizing Your Give Big Profile

OPTIMIZING YOUR PROFILE

Why it Matters

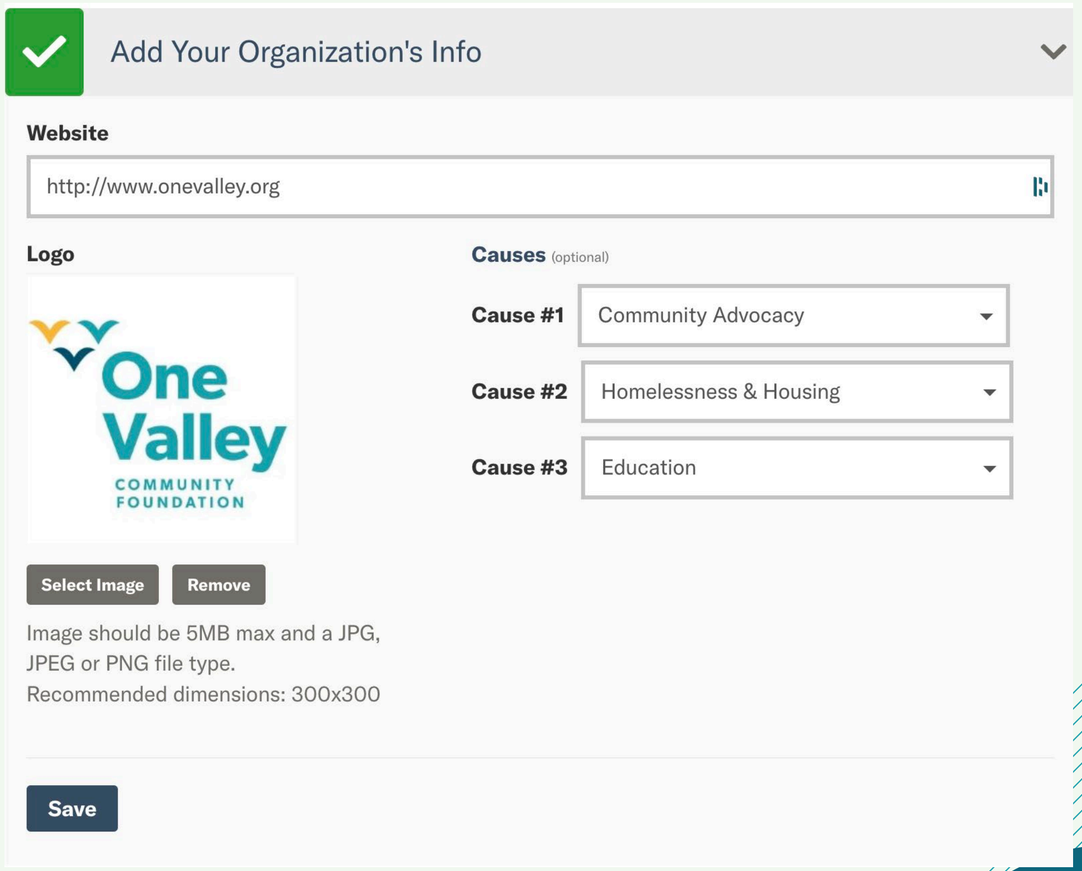
- Make a Strong First Impression
- Increases Donations
- Tells Your Story Effectively
- Improves Searchability
- Creates a Seamless Giving Experience



OPTIMIZING YOUR PROFILE

Step 1: Add Your Info

- Website
- Updated Logo
- Causes

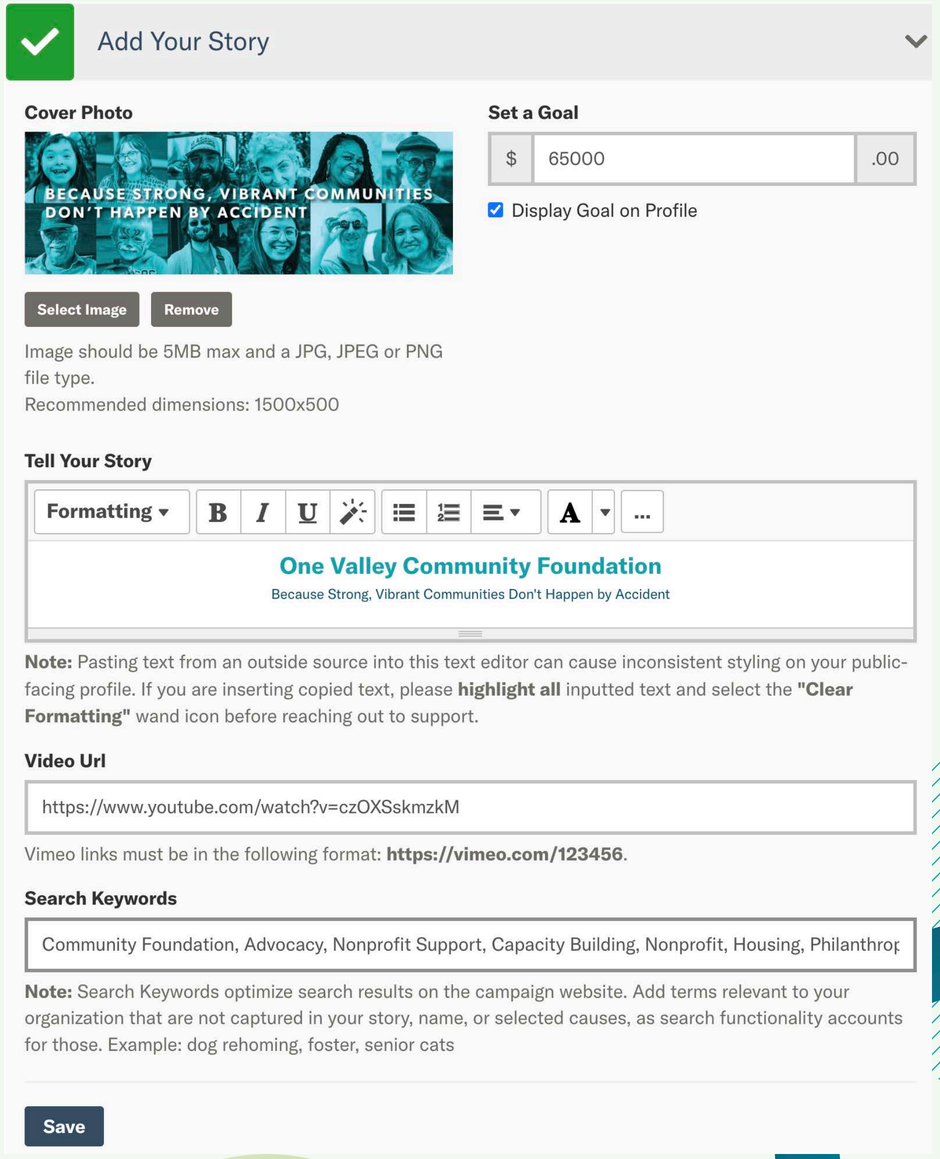


GiveBigGV.org

OPTIMIZING YOUR PROFILE

Step 2: Add Your Story

- Include a Cover Photo
  - *Tip: Use the Canva Template*
- Set a fundraising Goal
- Tell Your Story
- Add a Video
- Set Your Keywords



GiveBigGV.org

Add Your Story: Tips

Telling a Compelling Story

- Clearly state the nonprofit’s mission and impact
- Use storytelling and visuals
- Include a strong call to action
- Be inspiring, not just informational
- Stay concise to keep donors engaged
- Let ChatGPT help

Add Your Story: Tips

Add a Video

- **Keep it short** - 30 - 60 seconds
- **Tell a story** – Show how donations make an impact.
- **Use real people** – Staff, volunteers, or those you serve.
- **Ask for support** – End with a direct call to action.

Add Your Story: Tips

Setting Your Keywords

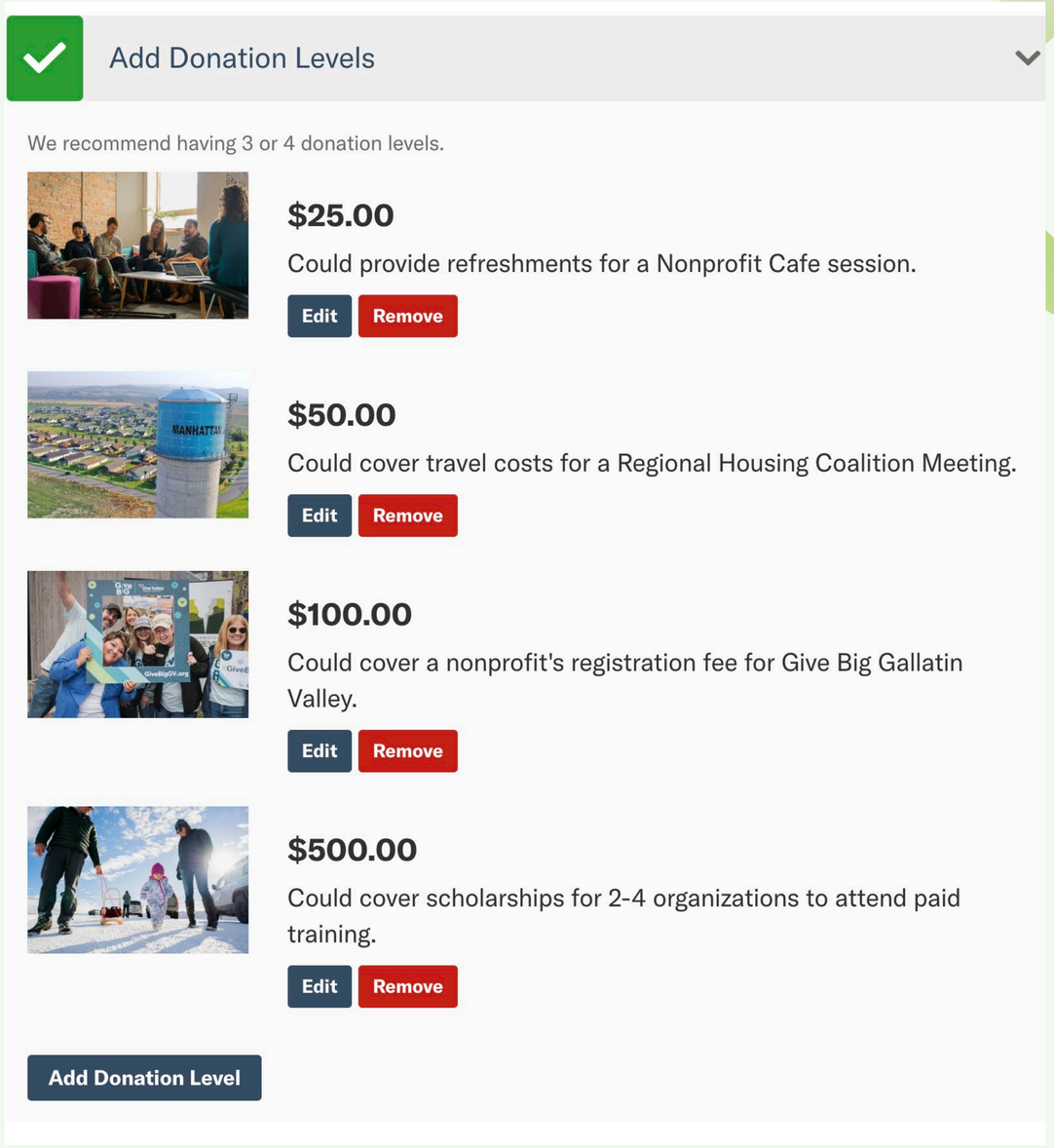
- **Think like a donor** – Use clear, everyday words they would search for, not internal jargon.
- **Incorporate your cause** – Highlight key impact areas like education, animal rescue, or homelessness.

OPTIMIZING YOUR PROFILE

Step 3: Add Donation Levels

Why they Matter

- Helps donors decide how much to give
- Encourages larger gifts
- Shows the impact of each donation
- Makes giving quick and easy



OPTIMIZING YOUR PROFILE

Step 3: Add Donation Levels

Best Practices

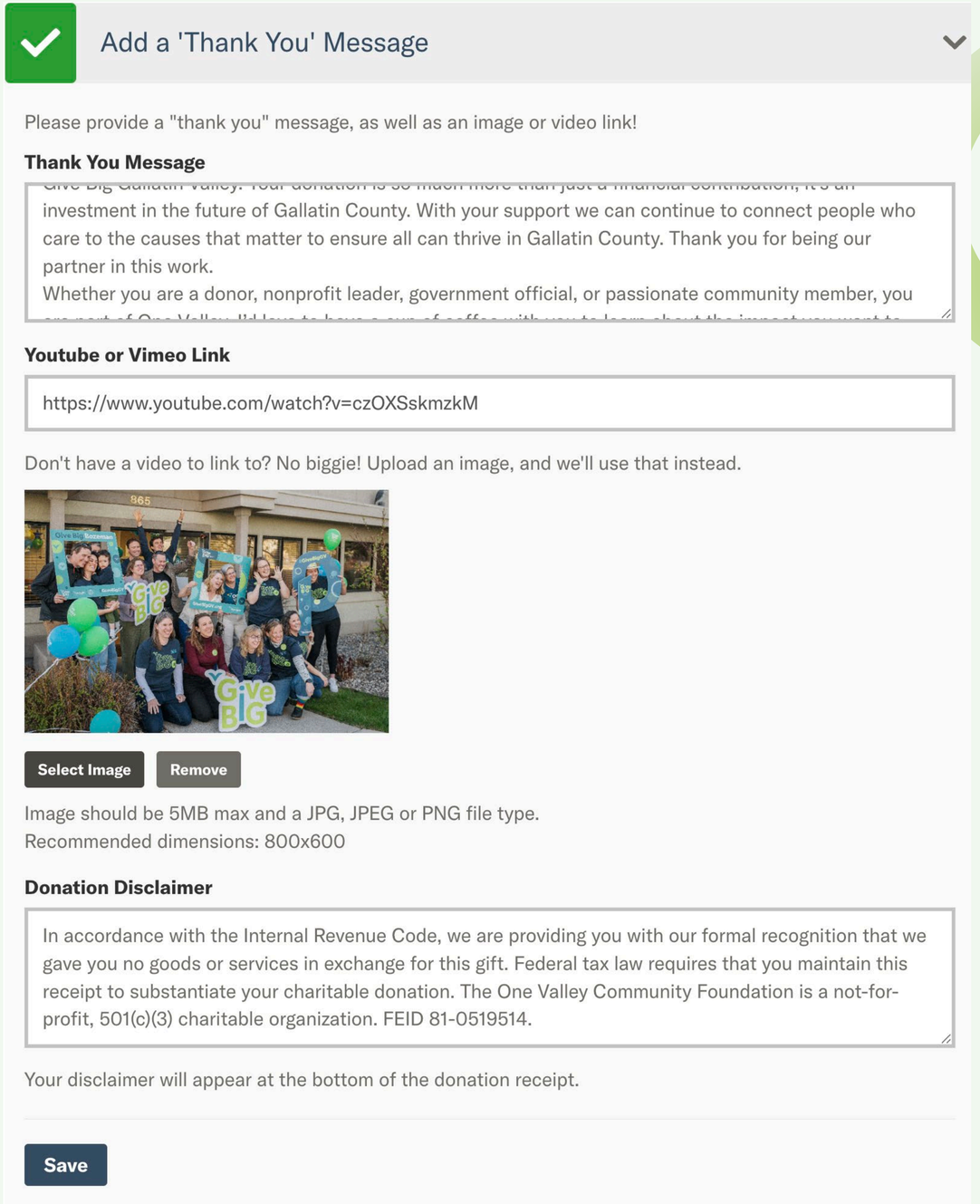
- Tie each level to impact
  ($50 = a week of meals for a family)
- Offer 3-5 options to fit different budgets
- Include a high-level giving option *($1,000 funds a full program)*
- Use past donor data to set amounts

OPTIMIZING YOUR PROFILE

Step 4: Thank You Message

Why they Matter

- Shows appreciation
- Builds relationships
- Encourages future giving
- Reinforces impact
- Provides next steps



OPTIMIZING YOUR PROFILE

Step 4: Thank You Message

Best Practices

- Personalize it
- Reinforce impact
- Keep it concise
- Include a call to action (optional)
- Enhance with visuals

Donation Disclaimer

In accordance with the Internal Revenue Code, we are providing you with our formal recognition that we gave you **no goods or services in exchange for this gift**. Federal tax law requires that you **maintain this receipt** to substantiate your charitable donation. **One Valley Community Foundation** is a not-for-profit, **501(c)(3)** charitable organization. **FEID 81-0519514**.

1. **Statement of No Exchange**
2. **Tax Compliance Notice**
3. **Organization's Legal Name**
4. **501(c)(3) Status**
5. **Employer Identification Number (EIN/FEID)**

VIRTUAL ENGAGEMENT
Strategic
Social Media

SOCIAL MEDIA STRATEGY

Why it Matters

- Increases visibility and donor engagement
- Drives donations through clear calls to action
- Builds momentum before and during Give Big
- Win Prizes

SOCIAL MEDIA STRATEGY

Tips + Resources

- Choose your platforms
- Create a posting calendar - *Schedule ahead*
- Use nonprofit downloads and Canva templates - *Share with your supporters*
- Keep it consistent
- Make it sharable
- Have a clear call to action in every post
- #GiveBigGV

Sample Social Media Calendar

Timeline	Post Type	Example Content
4 Weeks Before	Announce Participation	"We're part of #GiveBigGV! Save the date: May 1-2!"
3 Weeks Before	Share an Impact Story	"Meet Sarah, whose life changed thanks to your support!"
2 Weeks Before	Highlight Donation Levels	"$50 provides meals for a family. Give Big starts soon!"
1 Week Before	Promote Matching Gifts	"Your gift will be doubled thanks to our match sponsor!"
May 1 (Morning)	Kickoff Post	"Give Big is LIVE! Join us in making an impact today!"
May 1 (Afternoon)	Donor Shoutout	"Thank you [Donor Name] for supporting our mission!"
May 2 (Morning)	Midway Update	"We're halfway to our goal! Every gift counts!"
May 2 (Final Hour)	Last Call for Donations	"Only 1 hour left to Give Big! Help us finish strong!"
May 3	Thank You Post	"Because of you, we raised [Total Amount]! Thank you!"

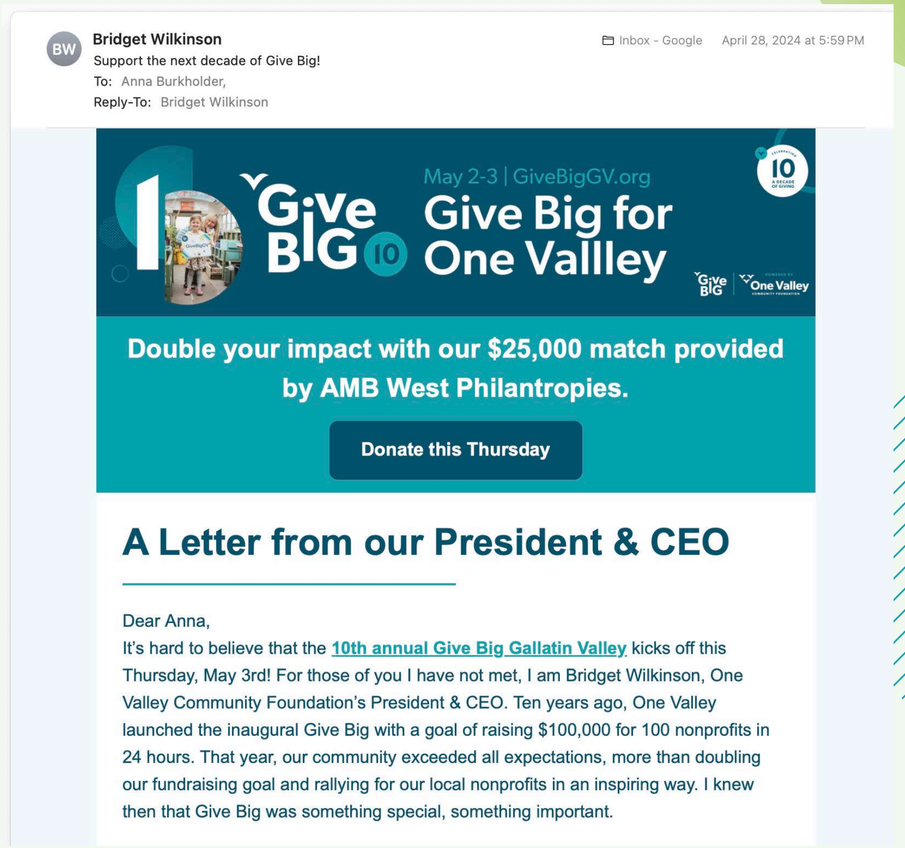
VIRTUAL ENGAGEMENT

Crafting Effective Emails

EMAIL STRATEGY

Why it Matters

- Drives direct donor action
- Allows for personalization
- Ensures consistency across communication channels
- Thank donors
- Win Prizes



EMAIL STRATEGY

Best Practices + Tips

- Create an email calendar
- **Avoid inbox overload -** *Donors get A LOT of emails leading up to Give Big*
- Segment Your Audience
- Keep emails short and action-driven
- Align messaging with social media and profile
- Personalize!
- Include direct links to your Give Big profile

Sample Email Calendar

Timeline	Post Type	Example Content
2 Weeks Before	Announcement Email	"We're participating in #GiveBigGV! Mark your calendar for May 1-2!"
Day Before	Reminder Email	"Your support changes lives—read how!"
May 1 (Morning)	Kickoff Email	"Give Big is LIVE! Help us reach our goal!"
May 2 (Afternoon)	Donor Shoutout + Urgency Email	"Thank you, to our donors! Can we count on you next? Only a few hours left—double your impact now!"
May 3	Thank You Email	"We did it! Thanks to you, we raised [Total Amount]!"

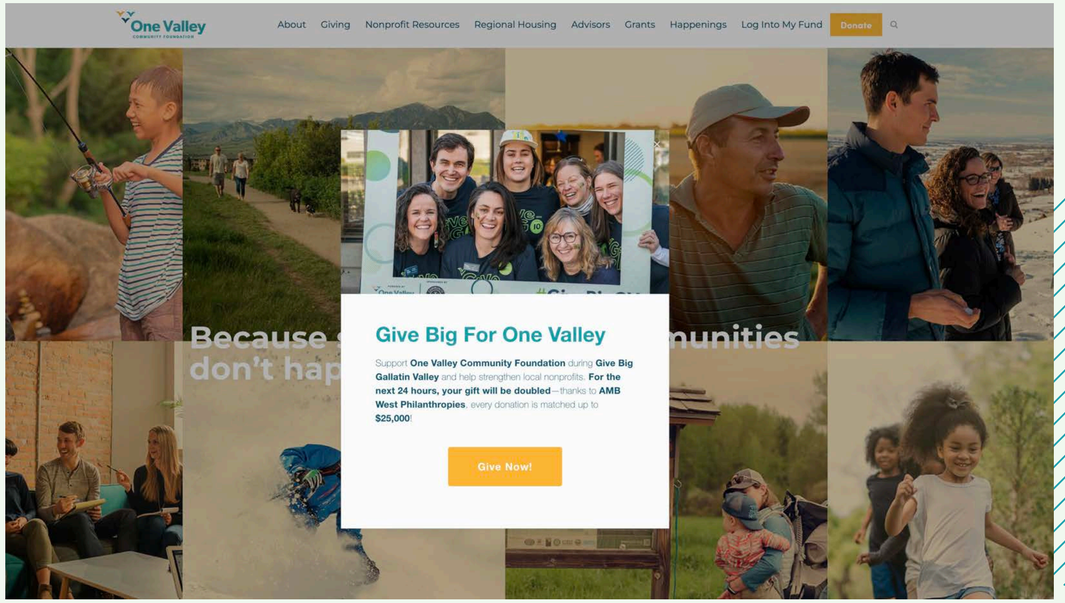
VIRTUAL ENGAGEMENT

Optimize Your Website

YOUR ORGANIZATION'S WEBSITE

Why it Matters

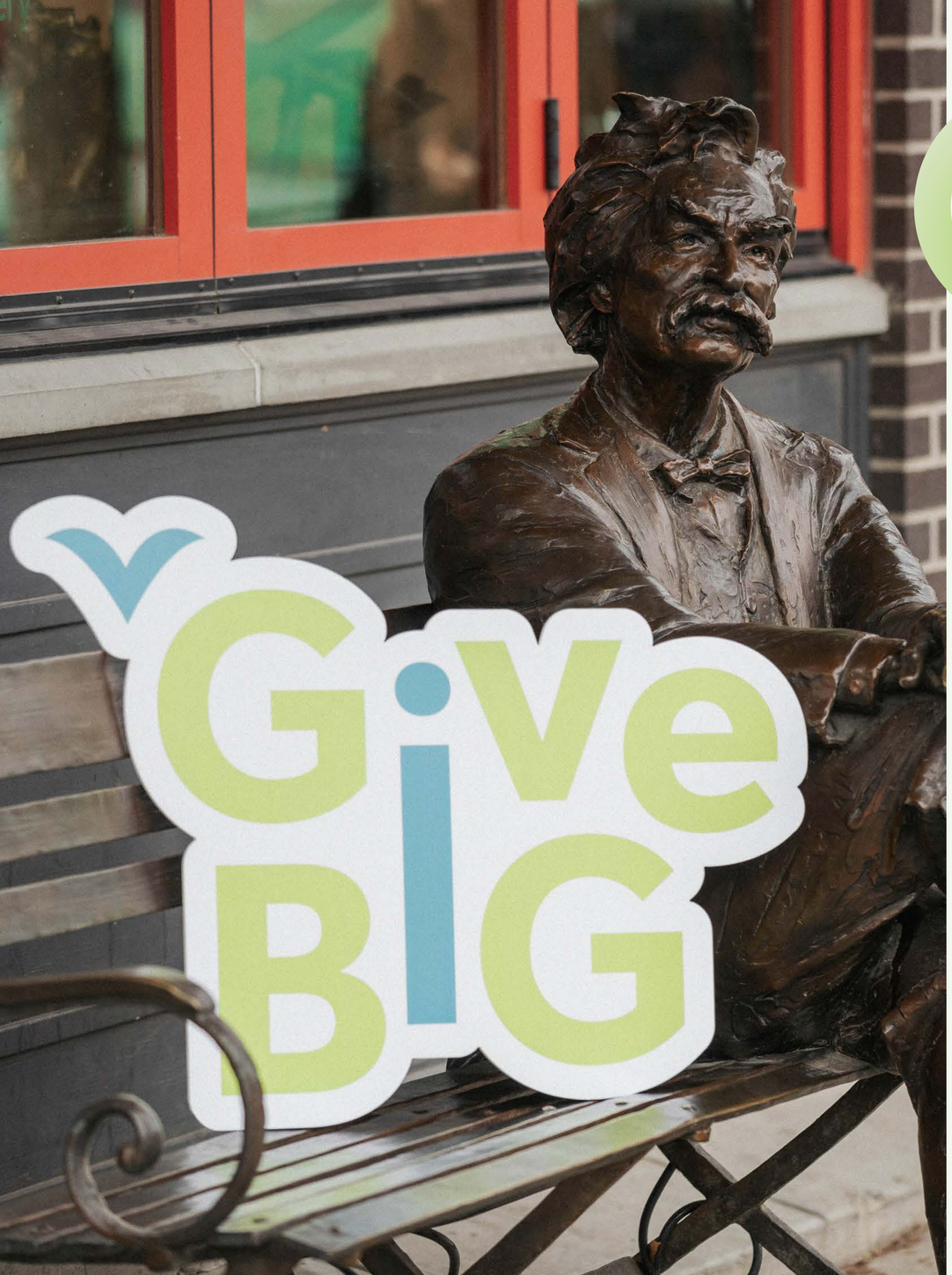
- Reduces barriers to giving
- Engages more supporters
- Reinforces messaging
- Increases visibility



YOUR ORGANIZATION'S WEBSITE

Website Checklist

- O Add a promotional pop-up
- O Create a Give Big landing page
- O Update your donation button
- O Highlight Give Big on Your Homepage
- O Leverage Blog or News Sections



YOU'VE GOT THIS!

VIRTUAL ENGAGEMENT

Resources

[Canva for Nonprofits]

[Give Big Nonprofit Downloads]

[Give Big 2024 Photos]

[Nonprofit Toolkit]

[Welcome Packet]

[The Give Big Team]

GIVE BIG GALLATIN VALLEY

Upcoming Deadlines

- Wednesday, March 26th – Training: Open House
- Thursday, March 27th – Verification Deadline
- Start your approval process early
- Friday, March 28th – Deadline to submit a Collaborative Event and Event Submissions Due to be included in the Giving Guide
- Wednesday, April 2nd – Final Training: Give Big Details [MANDATORY for first and second-year nonprofits, highly recommended for everyone] & Prizes Announced

THANK YOU!

Give Big Gallatin Valley

May 1st & 2nd | GiveBigGV.org

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A DECADE OF GIVING

10

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