



A Toolkit for Non for Profits

Let's Get the Word Out:

- Like & Share the Big Give Facebook Page
- Post Save the Date
- Social Media: Facebook, Instagram & Twitter
- If your organization does not have a social media account this is a great time to start
- Have Staff and Board Members and Community Partners Like & Share on Social Media
- Email Blasts & keep them coming
- Create organizational testimonials with photographs of your charity at work
- Have board members share their story on their own social media page
- Challenge your patrons to give & to encourage others

Facebook Tips:

Below is a list of ways you can begin engaging your community in The Big Give 2017!

- **Get started by liking the Big Give page.** This will allow you to get updates, important information and tips for the Big Give. Also link to other participating organizations from your organization's page.
- **Promote your Facebook page.** Include a link to your Facebook page on your website's homepage, newsletters, emails...basically everywhere and anywhere. Ask your staff members, board members, volunteers, and donors to like the page and help you promote it.
- In your personal account, tag the page and ask your Facebook friends to check it out. Ask employees and board members to do the same.
- **Talk it up!** Post interesting information about your organization and share success stories and photos. Ask your followers questions to engage them in dialogue. Remember to keep posts brief! You don't want to lose your audience by presenting lengthy updates.
- **Tell everyone that your organization is participating in the Big Give.** Be sure to tell people what it is all about by using some of the suggested messaging below. Let them know how they can donate and ask them to spread the word.
- **Create a Facebook event.** Invite your constituents to be part of the Big Give so that they can be reminded as the day gets closer AND see who else is participating. Also, tell people to invite others. It doesn't matter whether or not you are hosting an event onsite; the whole day is worth celebration!
- **Review Facebook's ["Facebook for Nonprofits" guide](#).** Facebook released a comprehensive guide on how nonprofits can get the most out of Facebook, including how to set up a page, tips on raising funds, and how to run an advertising campaign.
- **Do all of the above and repeat...again and again and again.**

Twitter Tips:

Want to quickly engage donors and share information about your fundraising efforts? Twitter is instant and efficient! If you're new to Twitter, they offer a [getting started guide](#) for newbies.

- **Follow @thebiggive_B Twitter account.** Go to www.thebiggivebrownsville.org and click the Follow button. Now you can begin receiving and sharing information about the Big Give.
- **Follow other organizations and people.** The organizations you follow should be those that you work with or who inspire you and your constituents. People would be your past donors, board members, volunteers and other key people in your community.
- **Tell your followers that you are participating in #BigGive2017.** Tell your followers about your campaign and begin to build a story around the initiatives you'd like to support. Let them know about any incentive prizes you are trying to win and how they can help you do so. Use some of the suggested tweets provided.
- **Use Hashtags and Handles.** Whenever you share information include the [@thebiggive_b](#) handle and #BigGive2017 to further spread your organization's words. Show that you are a part of the Big Give by using the hashtag in all of your tweets. People who are interested in a particular event, person or business will follow the hashtag to stay up-to-date on any conversations around their topic of interest.
- **Don't just follow! Become a part of the conversation.** Let people know that you are out there and engaged. Respond to tweets like you are holding a conversation. You never know where this may lead.
- **Share pictures, videos and interesting content.** Twitter is not just about your 'words'. Pictures and videos draw people in, and sharing interesting articles about what you and others are doing shows that you are part of a community.

The Big Give/The Big Day:

By now you have been sharing with the Brownsville Community all of the excitement coming up for The Big Give. On this day, you will want to brand your organization.

- Charity Volunteers should dress with matching hats, shirts, aprons, etc.... that proudly display your organization's logo.
- Bring your mascot and have them available for photo opportunities.
- Bring your banner or flag to display at your location.
- Use social media and send in photos and videos into The Big Give Headquarters.
- Put your name and your best face out there. Show the community how excited and appreciative you are for their generosity.
- Have fun!!! Build comradery with your staff, board and community.
- This is your chance to show the unity non for profits have for making Brownsville a great city!