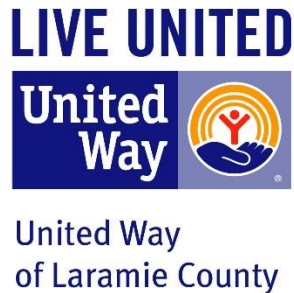


# #GIVINGTUESDAY™

Hosted By



**What:** A community day of giving, hosted in conjunction with the national #GivingTuesday campaign.

**Why:** To encourage excitement and engagement about giving opportunities within Laramie County. A day of giving engages citizens, non-profit organizations, companies, and small businesses in an inspiring day of generosity.

Take advantage of the compounding effect of multiple participating organizations. Hosting organizations will work to create a community landing page where all participating groups will be listed, engage local media outlets in the promotion of the community event, and produce posters to be displayed around town in the weeks leading up to it. Other and/or alternative promotional strategies may also be pursued as opportunities and ideas present.

Use the collective results for the community event to drive more donations in subsequent years!

**When:** Tuesday, November 29, 2016

**Where:** #GivingTuesday is primarily a virtual event. Set up your own event on your website.

How.....

# Toolkit

- Sign up as a partner at [GivingTuesday.com](http://GivingTuesday.com) for access to lots of promotional materials, press kits, logos, and ideas.
- Brand your #GivingTuesday event and create your own integrated logo if you like.
- Set a concrete goal (or more than one). I.E. total amount you wish to raise, total number of new donors you wish to acquire, total number of volunteers to sign up to help, etc.
- Create your event marketing plans
  - Sponsors?
  - Partner organization/s to help promote?
  - Volunteer training to reiterate organizational philosophy and explain why #GivingTuesday is important and how they can help
- Establish an online giving page
  - Create a page just for this event (some donation management platforms have easy to use templates and may also provide a matching fund pool for participants).
  - Streamline your donation process – no dedications or special requests, minimize donation fields, ensure mobile-device compatibility
  - Create automated thank you's and tax-receipts
- Create a timeline and calendar for communications
  - Begin 3-6 months ahead of time
  - Emphasize images and reiterate logos and hashtags (use those provided by other campaigns and create your own)
  - Plan for sustained communications – e-mails, social media, and blog posts
- Inspire people to give!
  - Create a solid case for appeal and send to donors
  - Invite participation from those who can't donate financially (specific volunteer opportunities or a volunteer project for the day, ways to advocate for your cause, social media sharing, etc.)
  - Advertise any matching fund incentives you might have
  - Create a wishlist for in-kind donations and designate a drop-off location
  - Help you say thank you (host a donor appreciation event or call bank to phone donors and thank them).

**Additional resources available online:** [www.GivingTuesday.org](http://www.GivingTuesday.org), [www.NetworkforGood.org](http://www.NetworkforGood.org), and [www.GreaterGiving.org](http://www.GreaterGiving.org)

Join our Facebook page at Laramie County #GivingTuesday

For questions, comments, idea sharing, or to sign-up contact:

Sara Weber  
United Way of Laramie County  
638-8904  
[Sara@unitedwayoflaramiecounty.org](mailto:Sara@unitedwayoflaramiecounty.org)

Britney Wallesch  
Black Dog Animal Rescue  
214-6600  
[Britney.wallesch@bdar.org](mailto:Britney.wallesch@bdar.org)

**Deadline to commit to participating in Laramie County #GivingTuesday is November 14th, 2016.**



## Frequently Asked Questions:

**What is #GivingTuesday?** We have a day for giving thanks. We have two for getting deals. Now, we have #GivingTuesday, a global day dedicated to giving back. On Tuesday, November 29, 2016, charities, families, businesses, community centers, and students around the world will come together for one common purpose: to celebrate generosity and give.

**What is the Laramie County Collaborative?** After the 2014 #GivingTuesday, United Way of Laramie County and Black Dog Animal Rescue partnered to encourage excitement and engagement about giving opportunities within Laramie County. They recognized that we should all be taking advantage of the compounding effect of multiple participating organizations on #GivingTuesday.

**What benefits do organizations receive by joining the collaborative?** United Way will provide a landing page on their website with #GivingTuesday information and links to participating organization websites. BDAR and United Way will brand the event, engage local media and create/manage social media channels for the collaborative. Other promotional strategies may also be pursued as opportunities and ideas present.

**Why is an organization I support not listed as a partner in Laramie County #GivingTuesday?** Every attempt was made to reach all Laramie County 501c3 organizations. If, for whatever reason, an organization did not join the collaborative in 2016, they will be welcome to join in 2017 or subsequent years.

**Does it cost the organizations anything to participate?** Yes and No. United Way is volunteering the web page. BDAR and United Way are volunteering their time and resources to promote the event and manage the social media. Depending on the individual organization's campaign, they might incur expenses that are not part of the collaboration.

**Is it just about monetary donations?** No, some organizations will be requesting donations of supplies and seeking new volunteers.

**Will results be reported after the event?** Yes, we will ask each partner to report on volunteer hours and dollars raised through their #GivingTuesday campaign. These numbers will be reported to the community.

**How can my business get involved?** Help us promote the event to the public through your website and social media channels. Connect with partners you currently support to see what you can do leading up to the event and on that day. Explore opportunities with new nonprofits!

**How can I get involved as an individual?** Help promote Laramie County #GivingTuesday on your Facebook page. Do the same for the individual organizations you support. Take the time to learn about all of the campaigns happening that day. Attend one of the events happening that day.

**Who do I contact for more information?** Laramie County #GivingTuesday is a community collaboration brought to you by:



# #GIVINGTUESDAY™

## AGENCY COMMITMENT

**When:** Tuesday, November 29 2016

**What:** A community day of giving, hosted in conjunction with the national #GivingTuesday campaign.

**Why:** To encourage excitement and engagement about giving opportunities within Laramie County. A day of giving engages citizens, non-profit organizations, companies, and small businesses in an inspiring day of generosity.

Take advantage of the compounding effect of multiple participating organizations. **SIGN UP TODAY!**

Organization: \_\_\_\_\_

Representative: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Mission Statement: \_\_\_\_\_

Website: \_\_\_\_\_

Do you take donations online?  Yes  No

Plans for #GivingTuesday: \_\_\_\_\_

**DEADLINE FOR PARTICIPATION IN COLLABORATION IS MONDAY, NOVEMBER 14, 2016**

Return form and logo (.jpg or .png) to:



Sara Weber  
[sara@unitedwayoflaramiecounty.org](mailto:sara@unitedwayoflaramiecounty.org)  
1007 E Lincolnway  
Cheyenne, WY 82001  
638-8904 ext. 14



Britney Wallesch  
[britney.wallesch@bdar.org](mailto:britney.wallesch@bdar.org)  
PO Box 2435  
Cheyenne, WY 82003  
214-6600