THE BIGGEST DAY OF LOCAL GIVING

GIVE LOCAL LOUISVILLE

HOSTED BY **COMMUNITY FOUNDATION OF LOUISVILLE**

September 15, 2016

NONPROFIT GUIDEBOOK

IMPORTANT INFORMATION

- Give Local Louisville is from midnight to 11:59 p.m. (EST) on Thursday, September 15, 2016.

- Nonprofit registration closes on July 15.

- Nonprofit profiles must be completed by midnight on September 1.

ABOUT GIVE LOCAL LOUISVILLE

The biggest day of local giving returns on Thursday, September 15, when the Community Foundation hosts the third annual Give Local Louisville. This 24-hour, online giving day will help hundreds of the nonprofits doing great work in and around Louisville. In 2015, we made history, raising $3 million for the 362 participating nonprofits. More than 5,200 donors from around the city, nation, and globe joined the effort and, dollar for dollar, showed the power of citizen philanthropy. In 2016, our goal is simple: to raise more money for more nonprofits. Once again, the Community Foundation of Louisville and our partners will maximize the community's generosity with Golden Tickets, prizes, and bonus dollars. We hope that these and other incentives will inspire thousands of people to give to the local causes they care about and to turn their collective generosity into impact for our community. Online credit card giving will take place at www.givelocallouisville.org from 12:00 a.m. to 11:59 p.m. on September 15. Please join us!

GETTING STARTED

- If you haven't done so already, visit www.givelocallouisville.org to register your nonprofit for the biggest day of local giving. Sign up early to maximize your exposure and to make the most of this city-wide movement. Registration is easy and free. Nonprofit registration closes on Friday, July 15.

- Once your nonprofit has registered and been approved by the Community Foundation of Louisville, be sure to take advantage of the resources and tools that are available within this Guidebook.

REMEMBER

Donations to your nonprofit must be made one of two ways:

1) Via your organization's page at www.givelocallouisville.org. They must be made on Thursday, September 15, between midnight and 11:59 p.m. (EST) Gifts made that day will qualify for Golden Tickets, prizes, and bonus dollars.

2) Via a Community Foundation of Louisville Donor Advised Fund or Charitable Checking Fund. Community Foundation donors may submit a grant request through the Community Foundation of Louisville no later than 3:00 p.m. on Friday, September 9. Restrictions apply. Community Foundation donors should visit MyFund website for additional details.

The donations that your organization receives during Give Local Louisville will depend largely upon what traffic you drive to your donation page. This *Nonprofit Guidebook* includes resources to make it easy for you to participate in Give Local Louisville and tips to help you garner support and make the most of this momentous day.

Dropbox

All of the tools that are referenced within this guide are located in Dropbox. Dropbox is a free service that allows people to easily share documents, photos, and videos. Dropbox documents will be listed by title in **BLUE**. Click on any of the files to connect directly to Dropbox. You may download the files from there for your own use.

COMMUNICATIONS

Developing and maintaining a communication plan will be crucial to making Give Local Louisville a success for your organization. We've developed a *Timeline Planner* as a guide with suggested steps for the days, weeks, and months leading up to September 15. We encourage you to customize these steps to fit your organization's mission, goals, unique attributes, and capacity. Messaging and imagery unique to your organization will help you stand out.

TIMELINE PLANNER

MESSAGING AND EMAILS

In the weeks leading up to Give Local Louisville, your organization should incorporate Give Local Louisville messaging into your regular communications. Including a story on your organization's blog or website or in your e-newsletter will help create momentum. Sending a specialized email about Give Local Louisville is one of the easiest ways to get the word out to your friends and supporters. Including the Give Local Louisville logo and other graphics in emails or on social media is a great way to catch people's attention. Consider using a Give Local Louisville email signature in the weeks leading up to the event. We've provided sample emails and messaging below to help you get started but encourage you to customize your message to specific audiences and for specific purposes.

Remember: Many of your donors and supporters will be receiving Give Local Louisville messaging from many nonprofit organizations. While it is important to get the word out about your participation in Give Local Louisville, you don't want to overwhelm your donors. We encourage you to use the resources and language within this Guidebook and to think about ways to make your nonprofit's communication stand out!

SAMPLE LANGUAGE

SAMPLE EMAIL SIGNATURE

[Your nonprofit name] is participating in Give Local Louisville, our community's biggest day of local giving. On September 15, please help us win prizes and earn bonus dollars by donating online at givelocallouisville.org. Follow @your_nonprofit on Facebook, @your nonprofit on Twitter, @your_nonprofit on Instagram, and stay tuned for details!

Logos, Icons, and Imagery

We have created a library of graphics for you to use in your organization's promotional efforts for Give Local Louisville. We encourage you to use these graphics, augmented by your own brand imagery in your promotional materials. Click on the elements below and follow the easy steps to download from Dropbox!

LOGO—JPG   LOGO—PNG
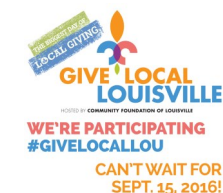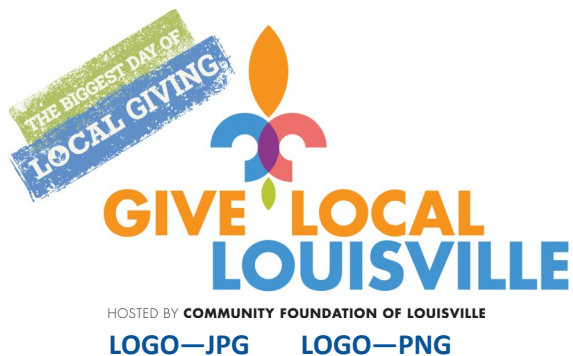
WE'RE PARTICIPATING!

FACEBOOK COVER PHOTO
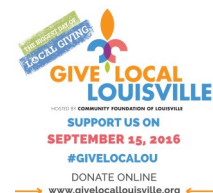
FACEBOOK PROFILE PHOTO

TWITTER HEADER IMAGE
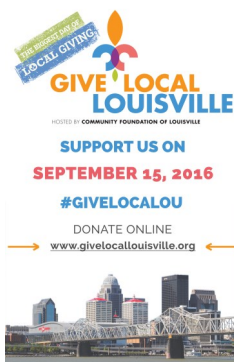
PROMOTIONAL ARTWORK VERTICAL

PROMOTIONAL ARTWORK HOIZONTAL
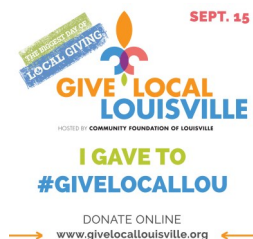
I GAVE BUTTON
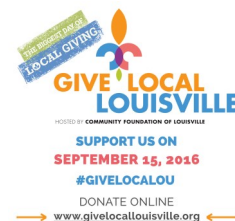
PROMOTIONAL ARTWORK SQUARE

SOCIAL MEDIA

Give Local Louisville is a great way to increase your nonprofit's visibility and connect you to new donors. As a Give Local Louisville participant, you are an important part of generating the community-wide excitement for this event. One of the best ways to do that is through social media. If you are not currently using social media as a marketing tool, we encourage you to start now! Social media enables you to reach and engage people across channels. Be creative and have fun as you share stories about your nonprofit, why you are participating in Give Local Louisville, and more.

In the months leading up to and after September 15, we encourage you to engage in conversations about Give Local Louisville with your followers on social media. Use Facebook, Twitter, and Instagram (or other social media platforms) to start or join the conversation around Give Local Louisville by using #GiveLocalLou. The more a hashtag is used and a topic is liked, shared, and commented on, the more buzz we will build for Give Local Louisville. It will take **all of us** to build momentum by sharing, liking, and/or responding to the content posted on the Community Foundation of Louisville's Give Local Louisville pages.

Make it easy for people to find and like your organization on Facebook and follow you on Twitter and Instagram. Add your Facebook, Instagram, and Twitter account links to your emails, email footer signatures, e-newsletters, websites, and print materials, and ask staff, board members, and friends to get connected.

GIVE LOCAL LOUISVILLE SOCIAL NETWORKS

Facebook: facebook.com/cflouisville
@cflouisville to tag

Instagram: instagram.com/cflouisville
@cflouisville to tag

Twitter: twitter.com/cflouisville
@cflouisville to tag

Give Local Louisville hashtag:
#GiveLocalLou

Facebook

Facebook is one of the top traffic sources to online giving days. If you are new to Facebook, check out some basic information at the link below:

Getting Started on Facebook

We have created sample posts that you can use to help build momentum around Give Local Louisville. We encourage you to make these unique to your organization. Don't forget to use the hashtag #GiveLocalLou and to tag @cflouisville. And take a look at this graphic that shows how to craft the perfect Facebook post!

Facebook has a "ranking algorithm" which decides which posts get shown to each user in their news feed. Check out this article to learn helpful information on how to increase your posts' visibility.

Be sure to follow the Community Foundation of Louisville on Facebook at www.facebook.com/cflouisville, as more and more event-related posts are made as September 15 approaches.

SAMPLE FACEBOOK POSTS

> 💡 **Shorten Your Links**
>
> Use a URL shortener to make a condensed link for your profile and donation page. Use these shortened URLs in tweets and Facebook posts. Some URL shorteners are: http://goo.gl/, http://good.ly/, http://tinyurl.com/, and https://bitly.com/.

Twitter

Twitter is an online social media platform that enables users to send and read short, 140 character messages called "tweets." Check out the following link to get started on Twitter:

Getting Started on Twitter

We have created sample tweets that you can use in the days and weeks leading up to Give Local Louisville. Be creative and make them unique to your organization. Don't forget to use the hashtag **#GiveLocalLou** so you can participate in the overall social media conversation. The hashtag makes it easier for you, us, and your followers to follow and retweet Twitter activity around Give Local Louisville.

Be sure to follow the Community Foundation of Louisville on Twitter at www.twitter.com/cflouisville.

SAMPLE TWEETS

INSTAGRAM

Instagram is an online social media platform that allows users to share and view photos. If you're new to Instagram, check out the page below for some basic information:

Instagram FAQs

Instagram is fun way to share images and videos that help tell your nonprofit's story. And because Instagram users skew young, it's a great way to connect to new donors. Don't forget to use the hashtag #GiveLocalLou, and be sure to follow the Community Foundation of Louisville @cflouisville for more Give Local related posts as September 15 approaches!

HOW-TO VIDEOS

We have created a library of short how-to videos that we hope you'll find helpful. Please click on the topics below to link to each video.

HOW TO CHANGE TWITTER HEADER PHOTO

HOW TO CHANGE FACEBOOK COVER PHOTO AND PROFILE PICTURE

HOW TO SYNC YOUR FACEBOOK AND TWITTER ACCOUNTS

HOW TO SCHEDULE FACEBOOK POSTS

HOW TO BOOST YOUR FACEBOOK POSTS

Golden Tickets, Prizes, and Incentives

Once again, the Community Foundation of Louisville and our partners will maximize the community's generosity on September 15 with Golden Tickets, prizes and incentives. We hope that these will inspire thousands of people to give to the local causes they care about and will turn their collective generosity into impact for our community. The prizes and incentives will reward nonprofits for their efforts mobilizing donors to support them on this special day.

Grand Prizes

Most Dollars Raised: $3,000 for 1st Place; $2,000 for 2nd Place

Most Unique Donors (awarded within each of three income categories: $1-$499,000; $500,000-$2,499,999; and $2,500,000+): $2,500 for 1st Place; $1,000 for 2nd Place

Additional Prizes: A full prize schedule will be posted on www.givelocallouisville.org in August; examples include those listed below:

Early Bird	$1,000 to the organization that receives the first, single, online gift of $500 or more
Morning Rush	$1,000 to the organization with the most unique donors of online gifts between 5:00-8:00 AM
Evening Surprise	$1,000 will be awarded to an organization between 4:00-7:00 PM; surprise criteria will be announced on social media at 4:00 PM
Late Night	$1,000 to the organization with the most unique donors of online gifts between 10:00-11:59 PM

Golden Tickets

A **Golden Ticket** provides a $1,000 boost to a randomly selected donation. Thanks to Delta Dental, the exclusive Golden Ticket Sponsor, one Golden Ticket will be selected **every hour** on September 15. The charity that received the randomly selected donation will receive an additional $1,000 in that donor's name. A total of 30 $1,000 Golden Tickets will be awarded throughout the day, including six during the nonprofit rally. The Community Foundation of Louisville will use a random number generator to select the Golden Ticket winners. The winning nonprofits and donors will be notified and thanked on social media channels throughout the day.

Sample Golden Ticket Messaging

If you donate to [insert nonprofit's name] through Give Local Louisville on September 15, your gift could be randomly selected for a **Golden Ticket** that gives us an extra $1,000 from @cflouisville and Delta Dental of KY!

It's our lucky day! One of our donors, [insert first name and last initial], just won a #GiveLocalLou **Golden Ticket** thanks to Delta Dental of KY! This means that his/her donation to [insert nonprofit's name] is boosted by $1,000!

If you have questions about outreach, promotions, or support for Give Local Louisville, contact us at givelocalinfo@cflouisville.org or 502.855.6969. Thank you for helping make this the biggest day of local giving for our community!

Special thanks to our sponsors:

COMMUNITY FOUNDATION OF LOUISVILLE

SAM SWOPE FAMILY

DELTA DENTAL
Making Smiles Happen

LG&E
a PPL company

Anthem BlueCross BlueShield

FIFTH THIRD BANK

JAMES GRAHAM BROWN FOUNDATION

Humana Foundation

THE GHEENS FOUNDATION

Jewish Heritage Fund for Excellence

WILLIAM O. ALDEN JR.

MARTIN F. SCHMIDT & KATE SCHMIDT MONINGER FUND

ANONYMOUS DONORS

courier-journal
PART OF THE USA TODAY NETWORK

OUTFRONT media

SUMMIT MEDIA

106.9 PLAY

WAVE 3 NEWS

Louisville BATS

FOURTH STREET Live!

LOUISVILLE CITY

tarc

WHAS 11
ON YOUR SIDE

Magic 101.3 The R&B Station

102.3 THE MAX

B96.5 96.5 FM #1 FOR HIP HOP

99.7 DJX TODAY'S HIT MUSIC

OLDSCHOOL 105.1 THROWBACK HIP HOP

WLKY

Louisville MAGAZINE

LPM Louisville Public Media
WFPL 89.3 · WUOL 90.5 · WFPK 91.9

iHeartRADIO

DONATE ONLINE
→ www.givelocallouisville.org ←