

THE BIGGEST DAY OF
LOCAL GIVING



GIVE LOCAL LOUISVILLE

HOSTED BY **COMMUNITY FOUNDATION OF LOUISVILLE**

OCTOBER 1



NONPROFIT GUIDEBOOK



IMPORTANT INFORMATION

- Give Local Louisville is from midnight to 11:59 p.m. (EST) on **Thursday, October 1, 2015**.
- Nonprofit registration closes on **July 31**.
- All nonprofit organizations that register before July 31st and are listed at www.givelocallouisville.org will be eligible to participate in Give Local Louisville and to receive proportionate match and prize money.
- Nonprofit profiles must be completed by midnight on **September 17, 2015**.

ABOUT GIVE LOCAL LOUISVILLE

The biggest day of local giving returns on Thursday, October 1, 2015 when the Community Foundation hosts the second Give Local Louisville. This online “give day” will help the more than 250+ participating local nonprofits doing great work in our own backyard. Last year, 166 nonprofits raised \$1.89 million dollars in 24-hours and this year we hope to do even more. Let’s inspire thousands of people to give to the local causes they care about and to turn their collective generosity into impact for our community. For one day, every dollar given to local nonprofits will be augmented through proportionate match and prize dollars contributed by the Community Foundation of Louisville; our supporting partners LG&E and KU Energy, Anthem Blue Cross Blue Shield of Kentucky, Delta Dental of Kentucky, and the Sam Swope Auto Group; and a generous anonymous foundation. Online credit card giving will take place at www.givelocallouisville.org from 12:00 a.m. to 11:59 p.m. on October 1. 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. Registration is easy and free. **Nonprofit registration closes on Friday, July 31**.
- 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.
- To update or edit your profile, visit <http://www.kimbiamatchday.com/login.php> to search for your organization. Under the Nonprofit heading, select Give Local Louisville, and search for your organization either by name or EIN.

REMEMBER: In order for donations to your nonprofit to qualify for proportionate match funds, they must be made one of two ways:

- 1) Via your organization’s page at www.givelocallouisville.org. They must be made on **Thursday, October 1, 2015, between midnight and 11:59 p.m. (EST)** The final amount of the proportionate match pool funds that your nonprofit will receive will not be determined until after October 1.
- 2) Via a Community Foundation Donor Advised Fund or Charitable Checking Fund . Community Foundation donors may submit a grant request through the Community Foundation of Louisville between Monday, August 3, and no later than 3:00 p.m. on September 25. Restrictions apply. Community Foundation donors should visit [MyFund](#) for the Community Foundation’s website for additional details.

The donations and stretch pool funds your organization receives during Give Local Louisville will rely largely upon what traffic you drive to your donation page. This Nonprofit Guidebook includes resources to make it easy for you to participate and tips to help you garner support and make the most of Give Local Louisville.



COMMUNICATIONS

Developing a communications plan will be key to making Give Local Louisville a success for your organization. We've developed a Timeline Planner as a guide with suggested steps by month, weeks, and days leading up to and after October 1. You should customize these to fit your organization's mission, goals, unique attributes and capacity.

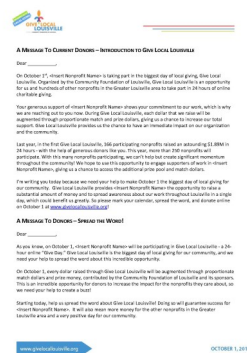


TIMELINE PLANNER

MESSAGING AND EMAILS

In the weeks leading up to Give Local Louisville, your organization should try to incorporate Give Local messaging into your regular communications. Consider including a news item on your organization's blog, homepage, or in your e-newsletter. A personalized email focused on Give Local Louisville is one of the easiest ways to get the word out to your friends and supporters. We suggest including the Give Local Louisville logo and other images to catch people's attention. And consider using a special Give Local Louisville email signature to share details of Give Local Louisville with every email communication you send in the weeks leading up to the event. We've provided sample emails and messaging below to help you cater your message to specific audiences and for specific purposes.

Remember: Many of your donors will be receiving emails, seeing Facebook and Twitter posts, and getting calls from multiple nonprofit organizations, all asking for their participation on October 1. While it's important to get the word out about Give Local Louisville, you don't want to inundate your donors with too many e-communications. While we encourage you to utilize the resources and language that we've provided within this Guidebook, we also want you to think about how to make your nonprofit's communication really 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 October 1, please help us earn proportionate match and prize money by donating online at givelocallouisville.org on this special day. Follow @your_nonprofit on Facebook or @your nonprofit on Twitter, and stay tuned for details!



LOGOS, ICONS, AND IMAGERY

We have created a library of visual tools for you to use in your own promotional efforts of your participation in Give Local Louisville. The elements below are available to download from Dropbox for your convenience. Simply click on the element and follow the easy steps!



[LOGO—JPG](#)

[LOGO—PNG](#)



[LOGO—JPG](#)

[LOGO—PNG](#)



[FACEBOOK COVER PHOTO](#)



[TWITTER HEADER IMAGE](#)



[PROMOTIONAL ARTWORK SQUARE](#)



[FACEBOOK](#)

[PROFILE PHOTO](#)



[FACEBOOK BUTTON](#)

[I GAVE](#)



[PROMOTIONAL ARTWORK VERTICAL](#)



[PROMOTIONAL ARTWORK HORIZONTAL](#)



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 anywhere.

At the bottom of each section, 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.



GETTING STARTED WITH SOCIAL MEDIA

Give Local Louisville is an opportunity for you to be a part of an exciting movement that increases your nonprofit's visibility and connects new donors with your mission. As a Give Local Louisville participant, you are an important part of generating the community-wide excitement for this event. If you are not currently using social media as a marketing tool, start now. Social media enables you to reach and engage people across channels and starts the peer-to-peer, word of mouth campaign. Be creative and have fun as you share why you are involved, stories about your nonprofit, and more.

We encourage you to engage in conversations about the event on social media in the months leading up to (and after) the big day on October 1. Please use Facebook and Twitter (or other social media platforms) to start or join the conversation around Give Local Louisville. The more a hashtag is used and a topic is Liked, Shared, and commented on, the more traction and buzz we will build collectively for Give Local Louisville. It will take all of us and our supporters to build a community-wide buzz. Build momentum by responding to the content posted on the Community Foundation of Louisville's Give Local Louisville pages.

Also, make it easy for people to find you and become a fan of your organization on Facebook and follow you on Twitter. Add your Facebook 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

f Facebook: facebook.com/cflouisville
@cflouisville to tag

Twitter: twitter.com/cflouisville
@cflouisville to tag

Give Local Louisville hashtag:

#GiveLocalLou



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 in your posts. And take a look at [this graphic](#) that shows how to craft the perfect Facebook post!

Facebook recently changed its "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 counteract this problem and 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 October 1 approaches.



SAMPLE FACEBOOK POSTS

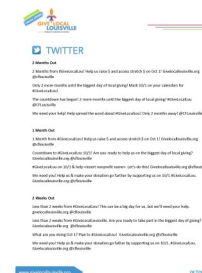


Twitter is an online social networking service that enables users to send and read short 140– character messages called "tweets." Check out the following link to get started on Twitter:

[Getting Started on Twitter](#)

We have created sample tweets that you can use to build excitement leading up to Give Local Louisville. Be creative and make them unique to your organization. Don't forget to use the hashtag #GiveLocalLou for any Give Local Louisville related posts. This way you'll be able to 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

 **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://tinyclips.com/>, and <https://bitly.com/>.



HOW-TO VIDEOS

We have created a library of short how-to videos on many topics we thought might help you. 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](#)

PROPORTIONATE MATCH AND PRIZE POOL

On October 1, every dollar raised will be augmented through proportionate match and prize pool dollars. These incentives can be used during Give Local Louisville to build excitement and to encourage action by your donors. The prizes, as outlined below, are one-time awards for particular achievements that will be awarded throughout the day. The proportionate match will be awarded to each participating nonprofit; organizations will receive the percentage of the match pool equal to their percentage of the total Give Local Louisville donations (e.g. if an organization raises 2% of the total giving day donations, it will receive 2% of the matching funds.)

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

Incentive Prizes

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
Power Hour	Four \$500 Gold Ticket prizes will be awarded between 12:00-1:00 PM
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



Throughout the day on October 1, the Community Foundation of Louisville will select donations at random to receive a Give Local Louisville **Golden Ticket**. The charity that received the donor's gift will receive an additional \$500 in that donor's name. A total of eight \$500 Golden Tickets will be awarded throughout the day, four of which will be awarded during the Power Hour from 12:00-1:00 PM.

For each drawing, the Community Foundation of Louisville will select a donation from all donations received up until the time of the drawing, using a random number generator. CFL staff will alert the winning nonprofits and donors. Winning nonprofits and donors will be called out on social media channels throughout the day.

SAMPLE GOLDEN TICKET MESSAGING

If you donate to [insert organization's name] through Give Local Louisville on October 1, your gift could be randomly selected for a **Golden Ticket** that gives us an extra \$500 from @cflouisville and other sponsors!

It's our lucky day! One of our donors, [insert first name and last initial], just won a #GiveLocalLou **Golden Ticket**! This means that his/her donation to [insert organization's name] is boosted by \$500!

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 an anonymous foundation and our proportionate match and prize pool sponsors:



COMMUNITY FOUNDATION
OF LOUISVILLE



Media Sponsors:



www.givelocalloouisville.org