



## Promote Giving BIG to Your Organization

By now your organization's giving page for Give BIG Lexington is up and ready. We are excited about the enthusiasm generated by this initiative already. Now is the time to promote giving to your cause! Here are some ideas - be creative!

The Give BIG Lexington site: [givebiglexington.razoo.com](http://givebiglexington.razoo.com) - has information and templates that may help you get started. Be sure to visit the "Nonprofit Toolkit" on the site for ideas! Easy (and inexpensive) ways to promote giving to your organization include:

- **Email your board** with the link to your giving page! Ask them to give early in the day on the 17th to jump start donations to your organization.
- **Informational emails or letters** to those who have supported you in the past. Include any of the information on the Give Big Lexington site including Give BIG Lexington logos, how it works, and why they should take advantage of giving to you on this day ( . . . to "grow their gift!"). A template of a letter / email that can be altered to fit your organization can be found by clicking "Email Template" on the site: <http://givebiglexington.razoo.com/p/nonprofit-toolkit>
- **Use Facebook!** If your organization is not on Facebook, see if members of your organization do, then have them create an event asking their "friends" to participate.
- **Include the Give BIG Lexington information on your website!** Make sure you include your fundraising goals and the needs of your organization. The graphic logo for Give BIG Lexington is available through the Nonprofit Toolkit link (see above). Create the logo as a hot button that when clicked will take donors to your link!
- **Promote Give BIG Lexington in any printed information** this month. Newsletters, posters at your office, flyers at an event or gathering will help spread the word about the opportunity to increase gifts given on November 17.

These are some ideas that might help you. **There are 27 days 'til Give BIG Lexington!!!** Good luck with promoting giving to your organization. Do not hesitate to contact the Foundation if you have questions or need assistance. We are happy to help!

***In anything you send out, remember to include the direct link to YOUR ORGANIZATION'S giving page!!!***

Please feel free to contact us if you have any questions: (308) 324-6704

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Lexington Community Foundation | 607 N. Washington St. | P.O. Box 422 | Lexington | NE | 68850