



# Nonprofit Campaign Guide



*At the heart of every community are its people.*

*The more we support each other, the healthier our communities can become.*

# Give BIG Lexington

## Nonprofit Resources

Welcome back to **Give BIG Lexington!**

GBL has made a huge impact on the community, investing over **\$5.18M** back into Lexington over the last 11 years. Last year alone, over **\$838,000** was raised during GBL. We are looking forward to a successful 12<sup>th</sup> giving day.

The theme this year is “Give with your heart”.

*At the heart of every community is its people.  
The more we support each other, the healthier our communities can become.*

## RULES

- Donations must be made on your GBL page online or in person at **Give BIG Headquarters - 200 W 7th St** (in person donations must be made between **7:00am - 7:00pm**)
- Donations must be made between 12:00am and 11:59pm on November 10<sup>th</sup>
- Donations up to \$25,000 per donor/per organization, qualify to receive match funds
- Donors can schedule donations online starting September 15<sup>th</sup>

### INSPIRE DONORS TO GIVE TO YOUR CAUSE

**Goals that motivate nonprofits don't always motivate donors.** Identify how your organization is making an impact. Why do you need donor support? How will you be using their funds to help the community?

### MOTIVATE WITH MATCHING FUNDS

There are many options for organizations to spur giving with a matching grant. Board members and major donors are always a good start to reach out, as they're already committed to your organization's success.

Endowment donors are also a good lead. It's also a valuable idea to go to corporate sponsors, especially smaller ones that may value building their charitable reputation more than established givers.

### SETTING FUNDRAISING GOALS

Setting a fundraising goal can provide momentum and motivation for giving, but you want a goal that you can reach. Think about setting a goal that you can blow out of the water, encouraging donors with success. The number of donors and number of new donors can also be important metrics when setting goals for GBL.

**On November 10<sup>th</sup>, Give BIG Headquarters will be located at  
Dawson County Annex Building: 200 W 7<sup>th</sup> St., Lexington**

# Give BIG Lexington 2022 Checklist

Task	Deadlines / Timelines
Registration deadline	Aug. 31, 2022
Give BIG Lexington donation site goes LIVE and early donations may be scheduled.	Sept. 15, 2022
Determine your marketing campaign for GBL.	Sept. 15 - Oct. 1, 2022
Release information to supporters about involvement in GBL (email, mailer, social media posts, events, etc.)	Oct. 1 - Oct 30, 2022
Create and schedule dates and times for posts and email blasts during Give BIG. This will help with efficiency that day.	Nov. 1 - Nov. 8, 2022
Post/email to gather support for Thursday. Use links & graphics explaining the ways to give.	Nov. 8 - Nov. 9, 2022
Be Active & Show Excitement on <b>November 10th!</b>	<b>GBL</b>
Thank supporters through social media and/or media.	Nov. 12, 2022
Receive donor information from LCF.	Dec. 15, 2022
Send a personal “ <b>Thank You</b> ” for each donation given to you on GBL. <b>It is important to send these Thank You notes promptly.</b>	Dec. 22, 2022
Keep your Mighty Cause donation page up-to-date throughout the year. Contact LCF when you have any content to add or change.	Ongoing

# Extended Checklist

## REGISTRATION | DEADLINE AUGUST 31<sup>ST</sup>

Please **schedule to meet with Christy in order to prepare your organizations online giving day page and confirm participation** by e-mailing [christy@lexfoundation.org](mailto:christy@lexfoundation.org) or by calling **308-324-6704**. The deadline to confirm participation and qualify for matching funds is **August 31, 2022**. Please bring any pictures or videos you would like to include on your page, your logo, and a description of the impact your organization has on Lexington.

## PRE-EVENT | CREATE A PLAN

- **Create a strong giving day page.** Utilize photos and videos and share your message. If you need new windows, show pictures of the broken windows. What did you do with the funds you raised last year, and what will you do with the funds you raise this year? Did you make 30% of your fundraising goal and need the additional 70%? Show how your cause impacts Lexington and pulls at the donor's heart strings.
- **Use social media.** Facebook and Instagram are free tools that can reach a lot of people instantaneously. Use **#GiveBigLex**, **#GBL**, **#GiveWithYourHeart** to reach more donors. If you don't have social media, create accounts now and begin posting your story and outreach. Make it easy for patrons to find your cause.
- **Let donors know about your participation.** Send e-mails to your list serves, engage your board of directors, utilize social media, send letters including donation forms to your current list of supporters, or update your website. Share your giving day page link everywhere!

## THE BIG DAY

- **Be visible.** Engage volunteers to collaborate with the Lexington Community Foundation. Plan an event to gain support and donations leading up to and on Give Big. If you do plan an event, please fill out to corresponding form and return to LCF by October 31, 2022.
- **Post on social media.** Let your supporters know about your involvement. Post your link and use the hashtags. Brag about your successes.
- Bring all donations received to Give Big Headquarters between the hours of **7:00 am - 7:00 pm on November 10, 2022 at 200 W 7th St., Lexington.**

## POST-EVENT

- **Post a thank-you the day after Give Big.** Post a thank you on social media and announce your success.
- **Send personalized thank-you notes.** LCF will send you a list of your donors by December 15th. Send a personal note to each donor and let them know how their contribution helps your cause. Encourage your Board to help write these.
- **Encourage future support.** Your giving day page stays active all year. Encourage donors to visit your page and keep the information up to date. Your supporters can donate to you at any time through your link.



## Facebook / Instagram Tips



Not sure where to start with your Facebook or Instagram outreach for the giving day? Below is a list of 5 ways your organization can use social media to generate support and spread the word about **Give BIG Lexington!**

1. **Use them.** Facebook and Instagram are free tools that reach a large audience quickly. It's a great way to spread your message and encourage others to share it. Posts can be created ahead of time and scheduled for a later date. Don't be afraid to post during evening hours and on the weekends.
2. **Use hashtags.** #s are the best way to reach a large group of people interested in the same things. Use the hashtags **#GiveBigLex**, **#GBL**, **#GiveWithYourHeart** to reach potential donors interested in Give Big Lexington and surrounding communities.
3. **Share your story.** Share your unique story and goals on social media. How is your cause making a difference in Lexington and what do you need to be successful? Brag about your cause and what you are doing.
4. **Use photos and videos.** Photos and videos are the most shared and viewed content. You don't have to get fancy but use images to inspire your donors. If you need new windows, share photos of the old and broken windows!
5. **Promote your page.** Every cause has its own individual URL. Share the link to your giving day page on every post you make!



Give With Your Heart | November 10th, 2022 | [givebiglexington.org](http://givebiglexington.org)

# Event Notice

Let the Lexington Community Foundation know about your organization's event.

**Event Notices must be received by October 31<sup>st</sup>**

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

Event: \_\_\_\_\_

Date: \_\_\_\_\_ Time: \_\_\_\_\_

Location: \_\_\_\_\_

Contact: \_\_\_\_\_

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

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

Brief Description of Event: \_\_\_\_\_

\_\_\_\_\_

**QUESTIONS?** Contact the Lexington Community Foundation.

308-324-6704

[office@lexfoundation.org](mailto:office@lexfoundation.org)

[givebiglexington.org](http://givebiglexington.org)





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# Single Donation Form

Fund: \_\_\_\_\_

Donation Amount: \$ \_\_\_\_\_

## DEDICATION

In Memory of: \_\_\_\_\_  
\_\_\_\_\_

## DONOR INFORMATION

☐ I would like to make this donation anonymously.

Business/Organization/Group: \_\_\_\_\_

Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: (\_\_\_\_) \_\_\_\_\_

## PAYMENT INFORMATION

☐ Cash (LCF Verified by: \_\_\_\_\_)



☐ Check No.: \_\_\_\_\_ Check Date: \_\_\_\_\_  
(Made Payable to: **LCF - Give BIG Lexington**)

☐ Credit Card: \_\_\_\_\_ Exp: \_\_\_\_\_ Code: \_\_\_\_\_

*For donations presented at the Lexington Community Foundation office.  
607 N. Washington, Lexington, NE 68850 Phone: (308) 324-6704*

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Dawson County Annex Building: 200 W 7th St., Lexington