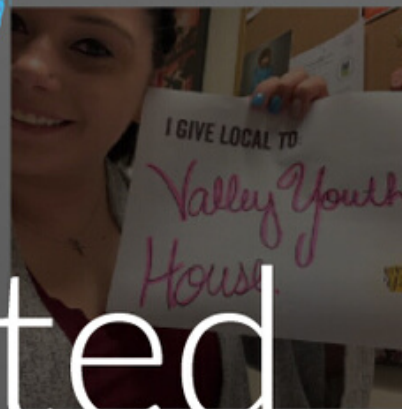
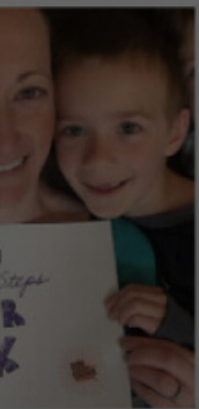
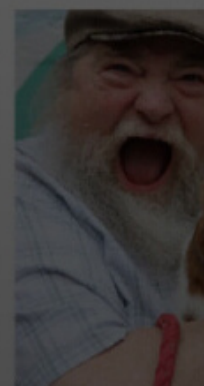
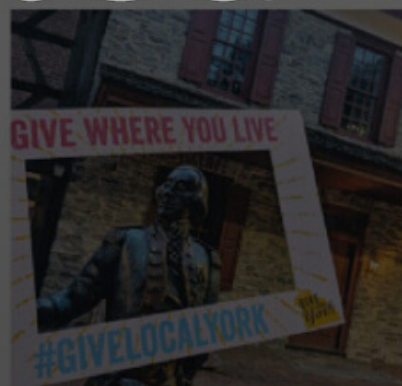


GIVE LOCAL York
presented by **GIANT**



Getting Started Guide



Welcome to Give Local York!

Thank you for your interest in participating in Give Local York! It is going to be an amazing day for the entire York County area!

This guide will provide the basics for success! More in-depth tools and resources to boost your fundraising efforts are found in the Nonprofit Toolkit.

Give Local York will help you:

- Rally your supporters by creating a sense of urgency
 - Motivate donors to make a greater impact with prizes and match incentives
- Increase visibility and awareness of your organization among potential donors and new audiences
- Help the community understand the need for your service, solutions, and results by telling your story
- Utilize Give Local York to help your organization reach other internal goals
- Learn how to use up and coming digital tools and modern software



Are You Eligible?

To register, your organization must be:

- An IRS approved tax-deductible organization located in or serving York County.
- Registered with the appropriate states in which you solicit donors.
- Committed to promoting Give Local York to its constituents.

Are You Registered? (or) Have You Applied?

Register to participate at givelocalyork.org by March 27th.

Are you verified to receive donations?

You must be verified on GiveGab in order to collect donations. You'll need to enter certain information on your profile in order to become verified to receive donations.

- To learn more about getting verified, **[click here](#)**.



Customize your Profile

- Customize your profile by logging into givelocalyork.org.
 - You'll be able to edit your Give Local York profile by adding your organization's story/mission along with visuals, such as its logo, cover photo, and a video.
- [Click here to learn more!](#)

Get Your Board on Board

More board support means more dollars! Organizations with an engaged board raise 2-3 times more dollars fundraising than those without their board's support.

- Meet with your board to illustrate your organization's goals for participating in Give Local York.
- Communicate with your board about potential involvement opportunities.
- Check out the nonprofit toolkit for board engagement ideas.

Reach out to your Supporters

- Send a **"Save the Date"** after you register! Then count down in communications to create hype: 1 week before, 2 days before, 1 day before.
- Day-of: Update supporters via email and social media on how your organization is doing!
 - Make sure to include your goal & how close you are to reaching it!
 - Include clear calls-to-action! (Donate; Join; Share; "Like")
 - Always provide the link to your profile.
- Check out our **Sample Newsletter Template**

Thank Your Donors

Note: A thank you email will automatically & immediately be sent to your donors from your organization by the platform

- Thank donors again yourself after Give Local York via email, letters, or phone calls.
 - Download a report from your Admin Dashboard to make thanking your donors a breeze! **(Learn how to download your donations report here!)**
- *Pro-tip: update donors throughout the year on the progress your organization has made because of their donation

Key Dates

11.25.19

Registration opens for Give Local York

1.10.20

Getting Ready or *What's New* Webinar

2.21.20

10 Final Steps to Success Webinar

3.27.19

Registrations Closes for Give Local York

4.10.20

IRS and state attestation must be completed to participate on May 1st.

5.1.20

Give Local York starts at 12:00 am and ends at 11:59 pm!

BEYOND

Continue fundraising on GiveGab to reach your year-end fundraising goals!

We're Here to Support You

GiveGab is excited to be the technology partner for Give Local York. Please don't hesitate to write into the little blue chat bubble or email customersuccess@givegab.com with any questions - we'll be happy to help!