

Tips for Telling Your Story on Your Business Fundraiser Page

Amplify Austin Day is all about the power of giving locally and the transformative impact of collective giving. To motivate your employees to participate in Amplify Austin Day, we encourage you to use the following questions to tell the story of why your company is supporting local nonprofits during Central Texas' annual day of giving.

- What is your company's social/community impact position?
- Why is your business supporting and fundraising for Amplify Austin Day?
- What nonprofit causes does your business support? (While your employees will be able to give to any nonprofit during Amplify Austin Day, you can raise awareness about your company's nonprofit partners and encourage giving to those organizations.)
- Why is it important to give where you live?
- Does your company provide any matching gift incentives, either through your own matching program or for Amplify Austin Day? If yes, share that here!

If you still have trouble getting started, here's sample copy of what you can include on your page:

At **[COMPANY NAME]**, we're thrilled to support Amplify Austin Day, the biggest and most impactful day of giving in Central Texas. We encourage our employees to join us in supporting the local nonprofits who make up an ecosystem that supports all the things that make Central Texas a great place to live, love, work, and play, while also uplifting the most vulnerable in our community.

Here are five easy steps to participate:

1. Search by keyword or category of cause to find a local nonprofit dedicated to advancing a cause that is important to you and make a gift!
2. When you make a gift, be sure to select our company name at checkout to have your gift counted towards our collective totals. Let's see what we can accomplish when we all join together and support the causes we love!
3. Track our team's progress and community impact right here on this page and see where we fall on the Business Fundraiser Leaderboards!
4. Visit I Live Here I Give Here's social media channels and become a fan: [Facebook](#), [Instagram](#), [LinkedIn](#), [Twitter](#)
5. Share what nonprofit you supported on Amplify Austin Day on social media. Be sure to tag our company and use the hashtag #ILiveHereIGiveHere.

Thank you for representing **[COMPANY NAME]** and helping us give back to our community!