

## Tips for Telling Your Story on Your Profile Page

Amplify Austin Day (March 2-3, 2022) is all about the power of collective giving.

To motivate your employees to participate in the biggest day of giving in Central Texas, use the following questions to tell the story of why your company gives back:

- What is your company's social and community impact mission?
- Why does your company support Amplify Austin Day?
- What nonprofit causes does your company support? (Employees will be able to give to any nonprofit during Amplify Austin Day, but you can raise awareness about nonprofit partners to encourage support for those organizations.)
- Why is it important to give where you live?
- Does your company provide any corporate match incentives? If yes, share that here!

**Short on time and inspiration?** We've got you covered! Here's a sample profile to get started:

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

Let's see what we can accomplish when we join together to Amplify Austin!

Here are five easy steps to participate:

- Search by keyword or cause category to find your favorite local nonprofits or learn about new ones! Click "Donate" on the organization's page.
- During the checkout process, you'll be asked, "Are you an employee of one of these companies?" Select [COMPANY NAME] at checkout to have your gift counted toward our totals.
- Track our team's progress on this page and see where we fall on the Business Fundraiser Leaderboards!
- Visit I Live Here I Give Here's social media channels and become a fan on [Facebook](#), [Instagram](#), and [Twitter](#).
- Share what nonprofit you supported or finish the statement, "I Live Here I Give Here Because..." on social media. Tag [COMPANY HANDLE] on [PLATFORM] and use the hashtag #ILiveHereIGiveHere.

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