



Cheat Sheet



What is Mohawk Valley Gives?

Mohawk Valley Gives is a 24-hour online day of giving bringing together community residents, businesses and other partners to support Mohawk Valley nonprofit organizations.



When is Mohawk Valley Gives?

Mohawk Valley Gives is on September 20, 2024.



Who can donate?

Anyone can donate! While online donations are encouraged, offline donations (checks, cash, etc.) may also be accepted. Minimum donation amount is just \$5!



How long are donations accepted?

Donations are accepted between 12:00am on September 20 until 11:59pm on September 22.



Where can people donate?

Visit www.givemv.org to make an online donation. Donors can give to multiple organizations in one transaction using the shopping cart feature.



Questions? Contact the Community Foundation at hello@givemv.org, 315-735-8212



Phone Call Scripts



Did you know that by simply giving your past donors a call to thank them for their support and letting them know about the day, they're more likely to show their support again? Your board members probably already make calls to big donors, but for Mohawk Valley Gives no donor is too small to let them know about the big event and how to see your mission in action.

Before Mohawk Valley Gives

My name is _ and I currently serve on the board of [ORG NAME] and I just wanted to thank you so much for your past and present support. Because of supporters like you we have been able to [IMPACT OF A DONATION TO YOUR ORGANIZATION].

I wanted to let you know about an exciting day for [ORG NAME] on September 20th as we participate in Mohawk Valley Gives! We'll be joining hundreds of other nonprofits celebrating the philanthropy of the Mohawk Valley.

On that day we'll be celebrating the impact of [ORG NAME] on our community, something that would not be possible without contributors like you. I hope that you'll support us on September 20th at givemv.org and continue to have a powerful impact on our community and the mission we both support.

During Mohawk Valley Gives

My name is _ and I currently serve on the board of [ORG NAME] and I just wanted to thank you so much for supporting our mission to [YOUR MISSION]. Today we are celebrating the impact that [ORG NAME] has on our community by participating in Mohawk Valley Gives. I hope you'll join me in spreading the word about Mohawk Valley Gives so that together we can continue to [TIE IN YOUR MISSION AGAIN] and make a difference. Donations can be made until September 22 at givemv.org.

After Mohawk Valley Gives

My name is _ and I currently serve on the board of [ORG NAME] and I just wanted to thank you so much for supporting our cause on Mohawk Valley Gives. In just 24-hours we were able to raise [X AMOUNT] for [ORG NAME]. That means that we can [IMPACT OF DOLLARS RAISED]. Thank you again for showing your Mohawk Valley pride and helping us make a difference. I hope you'll join us for [UPCOMING EVENT OR OPPORTUNITY].

Board Responsibilities for Mohawk Valley Gives

As a nonprofit leader, you know your board best! You know what strengths and connections your board members bring to the table, to help further your organization's mission and have a stronger impact on your community. During Mohawk Valley Gives, you'll need support and assistance from your board members to make it an all-around success, which is why we developed the following list of tasks your board can perform to help your organization with.

Community Partnerships & Outreach

Your board likely has several members who serve as important and active members of your community. Whether it's a connection to local businesses or the ability to acquire sponsored or matching gifts, you'll want to utilize these board members to help build a solid foundation for your Mohawk Valley Gives campaign.

Tasks for these board members could include:

- Reaching out to local businesses for potential partnerships: Partnerships can range from sharing your Mohawk Valley Gives page on social media, in-kind donations for day-of events, or utilizing what's special about your community to promote the big day!
- Acquiring sponsors for matching gifts or incentives: Mohawk Valley Gives is a great opportunity to entice your donors to have a greater impact on your organization and your community by offering donation matches! Having some extra funds for Mohawk Valley Gives to use as incentives for your donors can really motivate them to participate and further their impact.
- Local promotion throughout the community: There are lots of creative ways you can engage with your community to promote Mohawk Valley Gives! From flyers to road signs, this is a great opportunity to use the connections of your board to utilize local promotional opportunities.

Press & Promotion

Make sure your donors are aware of MV Gives and don't miss out on the big day by utilizing your board members to help spread the word! While your staff members and volunteers will also be working on marketing and promoting this event, your board members can play a crucial role in educating those who otherwise may not have seen your messaging.

Tasks for these board members could include:

- Spreading the word about MV Gives: Whether it's distributing flyers throughout your community or simply talking about it with their network both online and offline, encouraging your board members to promote MV Gives will result in more connections and more donations for your organization on the big day!
- Acting as Social Media Champions for your organization: With online giving, social media can play a crucial role in your success. The problem with social media is that you can spend all day crafting up perfectly engaging posts, but they aren't going to really have an impact if nobody sees them. People are more likely to read and click on a post that their friend shares, as opposed to a generic ask from an organization. Have your board members get active on social media, supporting your campaign, sharing your MV Gives page, and getting the word out about why your mission is so important to them and your community.
- Share their board story: Each of your board members is serving your organization for a reason. They care about your mission, your impact and the community and people you serve. Having your board share why they are proud to be a part of your organization has the power to show your supporters and potential donors how your organization is rooted in the passion of those people helping to further your mission. Both you and your board members can use their stories in letters, emails, social media posts and beyond.





Donor Outreach & Follow Up

Letting all of your donors and supporters know about MV Gives can be challenging. You're going to want to send them emails, social media posts, and maybe even a direct mail appeal to get their attention and gain their support. Letting donors know that their impact is being celebrated is a great way to get them excited about the big day!

Tasks for these board members could include:

- Host a calling bank: Did you know that by simply giving your past donors a call to thank them for their support and letting them know about the day, they're more likely to show their support again? Your board members probably already make calls to big donors, but for MV Gives no donor is too small to let them know about the big event and how to see your mission in action.
- Personal letters to bigger donors: Before the big day, you should give your big donors some recognition, and let them know about MV Gives while you're doing it. Whether it's by way of a personal letter, note, email, or even a phone call - let your donors know how they have made an impact on your organization and your community, and invite them to see that impact in action during MV Gives. They will not only appreciate the recognition, but will be more likely to support your organization.
- Ask for MV Gives Commitments to Donate: Before MV Gives you can invite your supporters to make a commitment to donate to support your organization on September 20th. Using free photo editing tools like [Canva](#), you can create a custom social share image for your organization's MV Gives pledges so they can let their network know before the day that they will proudly be supporting your organization. This is also a great way to "secure" gifts before MV Gives that will have a greater impact on the big day.



Peer-to-Peer Fundraisers

Even if your board members aren't required to make a contribution to serve your organization, they should never turn down an opportunity to support your mission and fundraise on your behalf. Acting as a peer-to-peer fundraiser, each board member can rally around your mission and collect donations as an ambassador and ally for your organization.

Tasks for these board members could include:

- Create fundraisers on behalf of your organization: Your board members (as well as any other key supporters) can create their own personal fundraising pages to share out with their network to support your organization during MV Gives. Sharing their personal stories of why they support your cause is a great way to inspire additional donors.
- Host a FUNdraisers party: Invite your board members, volunteers, and supporters to come together to learn about how they can rally around your cause during MV Gives. All you need are some light refreshments and a few computers to get everyone set up with their own personal fundraising page.

We're Here to Help!

If you have further questions/concerns regarding engaging your organization's board members, contact us at hello@givemv.org



Social media is a powerful tool that has the potential to promote your organization and mission to more people. One of the easiest ways for an organization to make its social media content more powerful is to recruit social media champions (like board members) who will like, share and post content about that organization.

When a page posts something on social media, it is only seen by those who already subscribe to that organization. However, when someone other than the organization interacts with that content (or creates and shares content of their own and tags the organization), you can reach so many more people! By using these tips and sample messages, you, as a nonprofit board member, can help you have an even greater impact on MV Gives!

Tip 1: Share Your Story

Share the story of why this organization matters to you and why you are passionate about their mission.

Tip 2: Like & Share

Whenever the organization you are supporting posts content on their social media page, you can help to make that post go the extra mile by liking it or sharing it with your own friends.

Tip 3: Collaborate

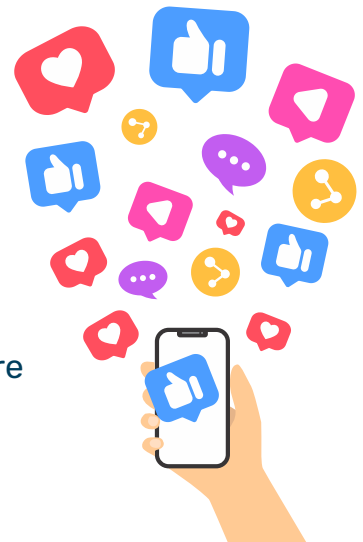
Interacting with other board members or supporters on social media can be a great way to have an organic conversation about your organization that also promotes your cause and your participation in #MohawkValleyGives.

Tip 4: Set Small Goals

Set a weekly quota for yourself to make sure that you're staying connected and helping your organization reach its goals.

Tip 5: Use #MohawkValleyGives

Don't forget to use #hashtags in your posts! Hashtags are a great way to be a part of the conversation and get your message out there to more people. #MohawkValleyGives is the official hashtag for the giving day.





FACEBOOK TIPS

Looking to get the word out with Facebook? This guide will help you get started and on the road to creating a successful strategy.

- Post interesting information about the organization(s) you are supporting and share success stories and photos. Ask your followers questions to engage them in dialogue. Remember to keep posts brief. You don't want to lose your audience by presenting lengthy updates.
- Tell everyone that the organization you are supporting is a part of MV Gives. Be sure to tell people what the giving day is all about. Let them know how they can donate and ask them to spread the word as well.
- Create a Facebook event. Invite your constituents to be part of MV Gives so that they can be reminded as the day gets closer.

Sample Post Ideas:

On September 20th I am proud to support [ORG NAME] in #MohawkValleyGives in an effort to raise awareness for [YOUR CAUSE/MISSION] and make a positive impact on the Mohawk Valley. Join me in making a difference!

Wow! [ORG NAME] has already raised [X AMOUNT] during #MohawkValleyGives! With only [X] hours left, will you help them reach [# OF DONORS GOAL/AMOUNT RAISED GOAL] by 11:59PM on September 22? Every contribution counts!

#MohawkValleyGives is here! Over the next 24 hours, join me in supporting the incredible nonprofits in our area. Today I am proud to support [ORG NAME] and help them promote their mission and have a greater impact on the Mohawk Valley.



INSTAGRAM TIPS

Looking to harness the power of visual communication? Take advantage of the ability to communicate with potential supporters with impactful images and catchy captions by using Instagram.

- Follow @foundationhoc on Instagram.
- Connecting your Facebook and Instagram accounts allows you to harness the power of both platforms at once and allows you to reach a wider audience.
- Use powerful images. People-centric, positive images will help you draw in new followers. Focus on sharing images that speak to your organization's mission and your target audience.
- Like other supporters' posts and consider re-sharing posts that stand out and speak to your cause. Showcasing the stories and individuals that propel the mission of MV Gives will help you gain more followers, recognition and traction in advance of the giving day.
- Use #MohawkValleyGives, in addition to other creative hashtags. 2-3 hashtags per post is the sweet spot. Start with a branded or specific hashtag - like a tagline or fun phrase.
- Aim to post at least 2-3 times per week to stay in your followers' feeds. If you integrate your Instagram posts with Facebook, you'll want to consider how your Instagram posts will fit in with your other scheduled Facebook posts.
- Instagram is a really playful platform and is a fantastic opportunity to relate to your supporters, showing them who you are and what you stand for.





TWITTER (X) TIPS

Want to quickly engage donors and share information about your fundraising efforts? Twitter (X) is instant and efficient! Below you will find a few tips to help you have success.

- Follow @foundationhoc's Twitter account.
- Tell your followers that you are fundraising for MV Gives. Let them know about the specific area that you support and begin to build a story around that. Use some of the suggested tweets provided below.
- Use #hashtags and @handles. Whenever you share information include the @foundationhoc handle and #MohawkValleyGives to further spread the word.
- Share pictures, videos and interesting content. Twitter is not just about your 'tweets'. Pictures and videos draw people in and sharing interesting articles about what you and others are doing shows that you are part of a community.

Sample Tweet Ideas:

I am proud to support [@ORG NAME] on #MohawkValleyGives to help them make a difference in the Mohawk Valley!

I can't wait to support [@ORG NAME] on September 20th for #MohawkValleyGives! Will you join me in making a difference?

Do you care about [CAUSE]? Join me in supporting [@ORG NAME] on #MohawkValleyGives on September 20!

Help [@ORG NAME] reach their goal of [\$\$\$] by giving on #MohawkValleyGives! Head to www.givemv.org to learn more.