



Vanguard Landing

Success Tips for Give Local 757

who are we?



VANGUARD LANDING

Whitney Dear-Reyes

Chairwoman of the Board of Directors
Event and Fundraising Director
Family of all girls with our oldest sister
who happens to have an Intellectual
Disability

Vanguard Landing

An intentionally planned community for
adults with Intellectual Disabilities – to live,
work, and socialize. A brand-new model to
Virginia being built in the Red Mill area of
Virginia Beach.

www.vanguardlanding.org



Vanguard Landing

History with Give Local 757

- Started with Give Local 757 from day ONE
- Best year was 2020 = \$168,000 raised
- First year, we raised \$1800
- We love to win prizes EVERY year
- Even without being built yet and going through so many set backs, Give Local 757 has been a constant source of joy and fun! We are so GRATEFUL for Tammy and her wonderful team!



BEST TIPS

For GL757 Success



1. **Divide and Conquer**

Peer to Peer fundraisers is a MAJOR advantage. Even if it's just raising \$100–200 per person – your REACH and your momentum will be magnified.



2. Take Social Media Seriously (if possible)

- When making a post - do NOT include the actual LINK in the post
- Do not revise your post within 24 hours of posting - ugh I KNOW!
- Try to give your Account some attention over the next few weeks - you want REACH + Engagement
- Algorithm prioritizes content from friends and family members over businesses
- algorithm prioritizes posts in Groups and Events. Their redesign puts more emphasis on these, as they are "the two biggest reasons people visit Facebook every day."
- Hashtags: Facebook has implemented recommended tag listings for when you're composing a post.
- Recruit Ambassadors ahead of time who are designated to comment, share, etc.
- Use as MANY real faces, real photos, etc = More Reach!
- Ask questions to inspire engagement.
- Post content that encourages meaningful, lengthy comments (not just "Nice shot").
- Utilize Facebook video or Instagram Reels, etc = more interesting and increases Reach and Engagement



3. PLAN your Strategy

- What contests are your racing for?
- How often will you be posting/emailing/texting
- Jot YOUR own list of contacts and ask your team to do the same = no stage fright
- Use Canva to make attractive content as needed
- How can you spread the word ahead of time?
- Use the GL757 Toolkit ASAP if you haven't already.
- Now that the prize pool has been released - what creative ideas can you promote the prizes YOU want
- Seriously plan WHO you can ask for donations - dont be a chicken :-D Send the link and then a friendly reminder - ALWAYS
- Add your OWN custom contests.
- Find a MATCH - HUGE momentum booster



Misc. Ideas

- Can you make a small flyer or biz card with your QR code?
- Can you do car chalk on the car windows of your volunteers?
- Can you challenge your team to make videos by a certain day? (to encourage them to do it and not wait)
- Can you find a creative way to count down to the BIG DAY?
- Can your business supporters share your email/QR code/whatever with their employees?
- Can the people who will benefit from your efforts do more this year than ever before?
- Can you have the templates of emails, texts, and posts ready to go and sent to your core fundraisers?
- Can you stage a quick photo shoot to get fresh new content ready for posting over the next 30 days?
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Good Luck

**Let's all cheer each other on and use this year
to put new ideas in place and make it a**

RECORD BREAKER!

