



THRIVE

PENINSULA



We are THRIVE

OUR MISSION

- To **Encourage, Educate** and **Empower** our Peninsula neighbors in need toward transformed and self-sustaining lives.

OUR SERVICES

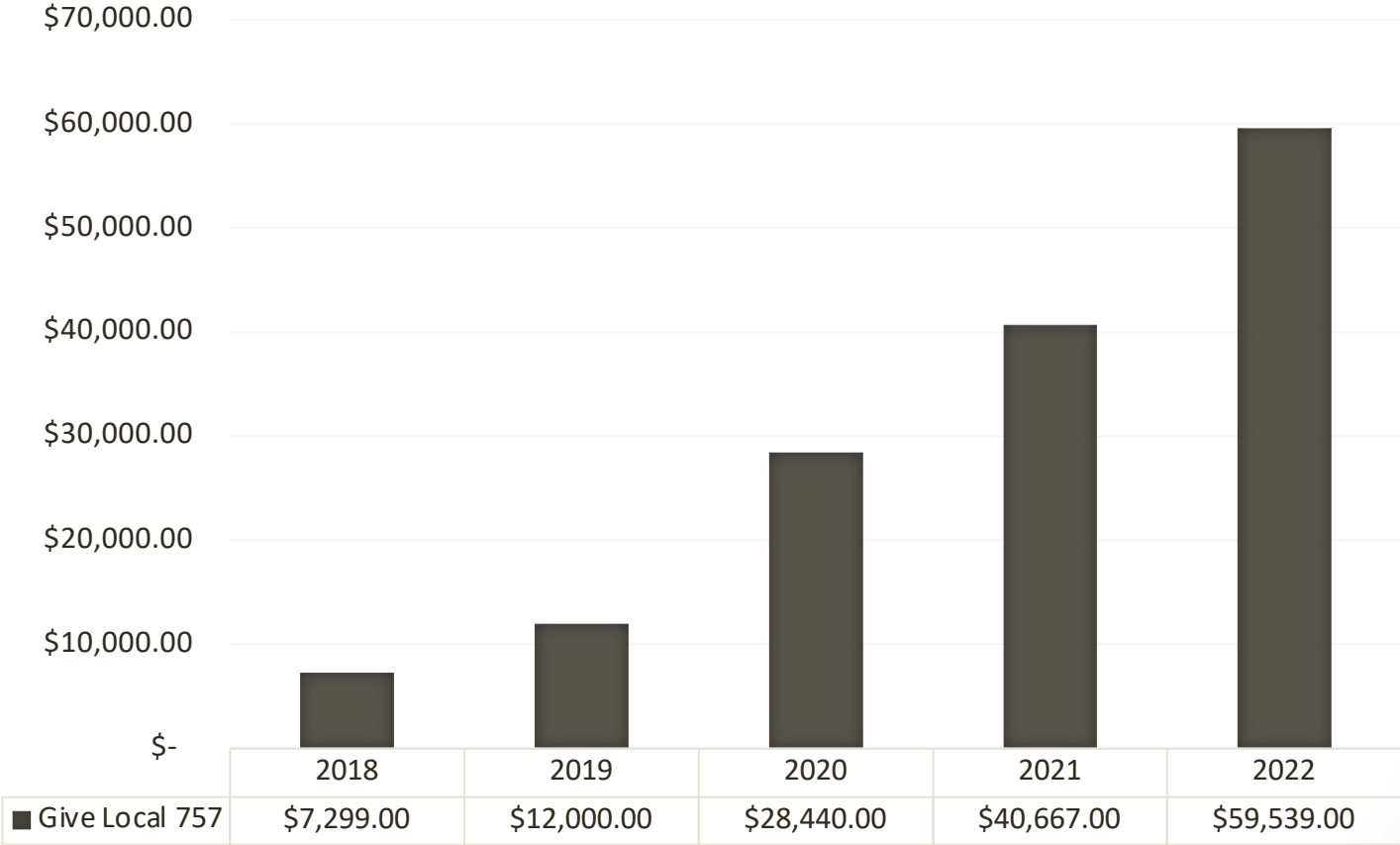
- Food Pantry
- Financial Assistance
- Financial Coaching
- ID / Birth Certificates / Social Security Cards
- Christmas!

What is Give Local 757?



THRIVE's success

FUNDS RAISED



Give Local 757 Leaderboard

2017: 60th

2018: 16th

2019: 15th

2020: 8th

2021: 8th

2022: 5th?



Strategy 1

• Social Media Ambassadors

- Who is a social leader in your circle? Ask them!
- Provide Media Kit
- Duties to:
 - Share/like posts
 - Ask 3 friends to give
 - Send an email to friends
 - Invite friends to event
 - Pass out flyers
 - Post in church bulletin/make an announcement

Strategy 2

- Ask people to give
 - Ask your volunteers to give
 - Ask your board members to commit to give and get 3 others to give
 - Provide tools for them to invite friends
 - Sample social media posts
 - Sample email requests



Strategy 3

- Set up a matching gift



Double Your Donation!

Other tips

- Will you make a gift of ~~\$10 or more?~~
- Social media presence is important year-round! (Canva Pro is your friend)
- Add your own contests
- Redirect your website/social links to GL site
- Send a text reminder
- Thank your donors wholeheartedly!
Call them!



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