




NEPA 
GIVES

5 YEARS OF GIVING

JUNE 6-7, 2024

**NONPROFIT
TOOLKIT**

NEPAGIVES.ORG



NONPROFIT TOOLKIT

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IMPORTANT DATES

- February 14 NEPA Gives Registration Opens
- March 14 Bootcamp Training
- March 24 \$50 Early Bird Registration Ends
- April 17 Social Media Training
- April 28 \$100 Midway Registration Ends
- May 21 Final Steps Training with Bonterra*
- May 19 \$200 Final Registration Closes
- June 6-7 NEPA GIVES

**This is a virtual training session. Notifications will be sent and registrations will be required for each virtual training session. All virtual training sessions will be recorded and made available afterward.*



What is NEPA Gives?

NEPA Gives is an online giving day designed to empower people to give back to their community by supporting local nonprofits on one easy platform.

When is NEPA Gives?

NEPA Gives takes place for 24 hours on Thursday, June 6th at 7:00 PM to Friday, June 7th at 7:00 PM.

How did NEPA Gives get started?

NEPA Gives is an initiative that began in 2019 as a collaborative effort between The Scranton Area Community Foundation and many other community foundations in Northeastern Pennsylvania and community partners. It was established to support nonprofit organizations in Northeastern Pennsylvania by providing them with an opportunity to raise funds through a 24-hour online giving event. Through NEPA Gives, nonprofits can create fundraising profiles on the event's website and engage with donors to raise funds for their specific causes. The event includes incentives and prizes to encourage participation and maximize the impact of donations. Since its inception, NEPA Gives has grown in popularity and impact, providing valuable support to nonprofit organizations across the region and fostering a spirit of philanthropy within the community.

Who is eligible to participate?

Any registered* 501(c)(3) organization that is located in or providing services in Lackawanna, Luzerne, Carbon, Pike, Wayne, Bradford, Monroe, Susquehanna, and/or Wyoming County in Pennsylvania is eligible to participate. Additionally, individual donor-advised funds and charitable funds administered by a community foundation in the above mentioned counties are also eligible to participate in NEPA Gives. Organizations operating under a fiscal sponsorship of a public charity may be eligible to participate. If you are unsure whether your organization may be eligible, please reach out to us.

*Participants must register and pay the registration fee by the deadline of Sunday, May 19th, 2024.

Who are the NEPA Gives hosts and partners?

The Scranton Area Community Foundation hosts NEPA Gives in partnership with The Luzerne Foundation, Wayne County Community Foundation, Greater Pike Community Foundation, Community Foundation of Monroe County, Carbon County Community Foundation, Posture Interactive, and other generous community sponsors. To become a sponsor of NEPA Gives, please contact the Scranton Area Community Foundation at nepagives@safdn.org.

Who can I contact for support with NEPA Gives?

The Scranton Area Community Foundation and the host foundations are here to help you have a successful NEPA Gives! If you need assistance regarding the NEPA Gives platform, you can reach out on the platform by using the [blue chat bubble](#) toward the bottom of the screen. Have a general NEPA Gives question? Email us at nepagives@safdn.org.



WHY PARTICIPATE?

**Data collected and analyzed from 2020-2022*

Raise money efficiently

Since 2020, nonprofits participating in NEPA Gives raised an average of \$5,263 each. While it's true that there is a cost to all fundraising efforts, when you compare the cost per dollar raised for NEPA Gives to other strategic fundraising efforts, it can be a highly efficient way to build revenue. Last year, it only cost an organization approximately \$2.00 to raise \$100.

Increase brand visibility

Last year, the Scranton Area Community Foundation partnered with diverse media outlets (including print, TV, radio and social) to promote NEPA Gives, in order to share nonprofit stories with the public and to raise their profiles in the community.

Expand your fundraising know-how

This year, NEPA Gives will provide a toolkit and various training programs that will provide valuable information and training to all participating organizations. This training could be applied to various organizational fundraising efforts.

Engage matching fund donors

Other Giving Days trend data indicate that nonprofits who secure 1:1 matching funds are more successful than those who do not secure matching fund donors.

Test new fundraising ideas

Other nonprofits in the country have utilized Giving Days to creatively pilot new fundraising strategies, such as creating campaigns focused on alumni, former clients, volunteers, staff and board members, lapsed donors, or those aimed to bring in new donors in new markets.

Get exposure among new audiences

By utilizing a platform that is accessible by the general public, participating nonprofits have the ability to gain more visibility to their mission.

Attract and retain new donors

Since NEPA Gives started in 2020, the average participating nonprofit has seen 24 new donors per year. Through the giving day platform, it is easy to reach new donors from diverse backgrounds.

Be a part of something bigger

Giving Days like NEPA Gives offer an opportunity to lift up and celebrate the nonprofit sector and nonprofit organization's critical roles in communities. They allow nonprofits to engage their networks, including staff, volunteers, board members and donors, to celebrate their mission and be a part of something bigger than themselves.

STRATEGY CHECKLIST

Use this strategy checklist to make sure you are developing your goals, storytelling, staff capacity, and execution plan to ensure a successful NEPA Gives 2024.

What are your Goals?

- Analyze your current donor database to discover new opportunities and develop the best approach.
- Establish your overall fundraising goal based on insights from your data.
Sample goals: acquire 20 new donors, raise \$5,000 in donations, or re-engage 20 lapsed donors.
- Determine the number of new donors and total participants you want to reach.
- Set segmented participation goals (millennial donors, lapsed donors, new donors, etc.)

What is Your Story?

- Create a compelling case for support. Consider tying your campaign to a matching fund or specific program.
- Create an omni-channel experience. Be sure to coordinate your communication efforts across every channel (web, print, social media, direct mail, mobile).
- Be intentional with your email strategy. Start early, but beware of donor fatigue.
- Segment donors and tailor messages to reach them. Target donors with relevant content and contextualized asks.
- Personalize your communications. People give to people. Create a personal experience that resonates with each individual donor.
- Optimize your website. Consider launching a homepage takeover. Redirect your donate button to your NEPA Gives page on June 6-7, 2024.
- Equip social ambassadors with social content and images for your campaign.
- Create templated emails for your key influencers and board members to share.
- Reward participants for recruiting donors. Think about an incentive that would inspire them to share!

STRATEGY CHECKLIST (CONTINUED)

Build your Team

- Identify who within your organization could best help achieve your organizations NEPA Gives goals.
- Select a staff member or high-level volunteer who has strong leadership and organizational skills as the point person. Someone who can dedicate time specific to your NEPA Gives timeline and be able to track your Strategy checklist and planning documents.
- Who are the board members that would best help spread your message?
- Think about current donors or volunteers who would be great ambassadors for your organization.
- Activate your ambassador army by encouraging them to create Peer to Peer pages and spread the word to their networks to donate on June 6-7, 2024.

Execution Plan

- Create your day-of execution plan and assign staff roles, duties, events and tasks.
- Update your audience and donors on your goal progress throughout NEPA Gives on social media.
- THANK, THANK, THANK your donors! Be prompt and send out thank-yous as soon as possible after NEPA Gives.
- Cultivate your donors. Keep new and re-engaged donors in the loop with how their funds are being put to work.
- Thank your staff and volunteers. Send a meaningful thank you to all who help execute your NEPA Gives campaign.





BUILDING YOUR STRATEGIC ACTION PLAN

Use this template to outline your ideas, set goals and create your action plan.

Your Organization's Mission

What challenges is your organization facing?

What motivates your donors?

Whose support are you working to earn and what do they value most?

How will this campaign respond to both your organization's challenges and your donor's motivation?

How will a donation contribute to supporting your organizations challenges?



METRIC TRACKING

| | Facebook Followers | Twitter Followers | Email Subscribers | Mailing Addresses | Phone Numbers |
|---------|--------------------|-------------------|-------------------|-------------------|---------------|
| Current | | | | | |
| New | | | | | |

| Donors Giving Under \$100 | Donors Giving Between \$100 - \$1,000 | Donors Giving Above \$1,000 |
|---------------------------|---------------------------------------|-----------------------------|
| | | |

| Metric | Goal | Priority Level |
|-------------------------|------|----------------|
| Dollars Raised (\$) | | |
| Board Participation (%) | | |
| Matching Gift | | |
| Increased Gift (#) | | |

| Metric | Goal | Priority Level |
|---------------------------|------|----------------|
| Unique Donors (#) | | |
| Returning Donors (#) | | |
| New Donors (#) | | |
| Social Media Impressions | | |
| Matching Gifts Earned (%) | | |

Based on the metric goals above, write out meaningful, measurable goals for your campaign team, and for your Board.

| | |
|---------------|--|
| Internal Goal | |
| External Goal | |



PLANNING TIMELINE

FEBRUARY

REGISTER AND PREPARE

- Register
- Attend the NEPA Gives Kickoff Event
- Notify your board, staff and volunteers about participating in NEPA Gives. Share with them your 2024 goals for NEPA Gives

MARCH

TELL YOUR NEPA GIVES STORY!

- Building and Strategizing your NEPA Gives Goals
- Focus on your NEPA Gives webpage
- Create an engaging page to entice potential supporters and communicate your organization's unique stories
- Familiarize yourself with all tools available to you

APRIL

MARKETING AND SOCIAL MEDIA

- Tell your NEPA Gives Story webinar
- Build your social media outreach
- Create and plan your social media posts
- Incorporate NEPA Gives logo and info on your organization's website

MAY

GAIN MOMENTUM....

- Gamify your NEPA Gives experience webinar
- Utilize email, mail, social media to build your campaign
- Secure matching gifts- Promote them!
- Be familiar with prizes and plan accordingly to maximize your dollars

JUNE

THE BIG DAY!

- Final steps for a successful NEPA Gives
- Finalize your webpage on NEPAGives.org
- Final push to donors- send reminders, boost up social media posts

JULY AND LATER

THANK YOU!

- Thank your supporters
- Handwritten notes, email messaging, social media post
- Share your results
- Donors, staff and board members love to hear results
- Begin donor retention
- Make a plan around the NEW donors you received
- Make a plan around the donors that have given to your organization before



MESSAGE DEVELOPMENT

Your nonprofit's story and message is what it's all about. Good nonprofit storytelling is what gets people interested in the work you do, inspires them to donate to your cause, and keeps them invested. And on NEPA Gives, these are even more important because you're raising funds under a deadline.

To ensure that your nonprofit is driving traffic to your fundraiser and getting the donations you need to reach your funding goal, your story and tools need to be immediate, impactful and well-planned.

You will find some great tips and resources below in developing your story.

PRINT MATERIALS AND GRAPHICS

There are tools you can use!

Go to: NEPAGives.org

>> From the main page, go to drop-down menu box

>> Nonprofit toolkit

>> Graphics and download



SOCIAL MEDIA

Social Media is an important component of a successful NEPA Gives! It's a quick, easy way to get in touch with your supporters.

While the execution can vary from platform to platform, there are some general social media best practice tips we've included along with some great examples for you to utilize.

- **Assign a Social Media contact:** Whether it be a staff or volunteer, make sure you have one person leading the charge on social media for NEPA Gives.
- **Schedule what you can ahead of time:** Save time by scheduling key content and key posts ahead of time and save live-postings for celebrating fundraising milestones.
- **Use Giving Event hashtags:** It's not only how NEPA Gives hosts track posts about the event, but it can help you join in on the online conversation.
- **Utilize tagging:** Got a sponsor providing a match? Working with another nonprofit? Tag them! It can help you expand your reach.

Connect With Us

Connect with us on our social media networks. Like, share and repost from our feeds. Be sure to tag **#NEPAGives!**

Sample Social Media Taglines

Before NEPA Gives:

Thanks to you, last year we raised (\$XX) for **#NEPAGives!** Will you help us blow that out of the water?!! We can't wait to be part of the most generous day in NEPA. What's your favorite part of **#NEPAGives?**

Planning for **#NEPAGives 2024** has started!
Save the Date!: 6/6/2024-6/7/2024 is **#NEPAGives 2024**.

On the day of:

Today is the day to make an impact. We're proud of the work we do and deeply grateful to each of you who help make it happen. So today, get up and give and help us make it a great **#NEPAGives!** (enter donation page)

Help build a stronger and more vibrant NEPA by donating today! **#NEPAGives**
Today is **#NEPAGives!** Donate today to help us change NEPA for the better!
Your gift matters! Donate today **#NEPAGives**.



KEY MESSAGING

Telling the NEPA Gives story helps support and strengthen the nonprofit sector and its work in the region. NEPA Gives intention is to unite, support and engage the community, so sharing the “why” is easy. In case you need a few pointers, here are key messages to use when promoting NEPA Gives.

NEPA Gives is back on June 6-7, 2024!

You can support your favorite cause and help create a more vibrant Northeastern Pennsylvania by giving at NEPAGives.org.

Our community is strong, is standing, and will thrive

In the midst of uncertainty, we can rely on the strength of one another. Doing our part individually helps our collective. Let's be there for each other.

When we give together, we grow together

NEPA Gives is for everyone, no matter the size of your gift! Find your favorite cause(s) and give!

It's a regional movement

NEPA Gives is an event that lifts giving and engages the entire region to support local nonprofits, celebrating the important role they play in strengthening our communities. NEPA Gives is an opportunity to show the region our generous spirit and that we can and will take care of each other.

Your gift matters

Everyone can be a philanthropist on June 6-7, 2024. No matter the size of your gift, your role as a giver increases the capacity of nonprofits to do their work.

It's a powerful one-stop shop

The NEPA Gives platform makes generosity easy. With over 200+ nonprofits registered, you can find and support all of your favorite causes in one place.

We is greater than me

Giving together is more powerful (and FUN!) than giving alone.

Be a part of something bigger

When we give together as a group, we demonstrate how much we believe in our region's nonprofit sector and the power of collective responsibility. NEPA Gives is an effective way to stimulate giving in our region, and in turn build a thriving community for all.



SAMPLE EMAIL TEMPLATES

Save the date

Dear [Donor Name],

This year, on June 6-7, 2024, [ORGANIZATION NAME] is participating in NEPA Gives, a 24-hour online giving extravaganza for our whole region. Last year, NEPA Gives brought together nearly 230 organizations to raise \$1.2 million, and we are excited to be a part of the movement this year!

We invite you to join the movement and help us reach our goal of [\$XX,XXX] on June 6-7.

Here's how you can help:

1. Get up and give on June 6-7! Your gift matters! On June 6-7, if you donate to [our organization] on NEPAGives.org between 7:00 PM-7:00 PM, your dollars will be stretched with [insert your own matching funds, if applicable] plus bonus funds and prizes raised by the NEPA Host organizations!
2. Spread the word! Spread the word to your friends and loved ones about [our organization] and NEPA Gives! Don't forget to tag [organization social handle] and #NEPAGives2024 if you're posting online! Encourage your friends and family to get up and give as well! NEPA Gives is even offering a prize for the social media post that's shared the most!
3. Follow us! Follow our social media [social media account] and facebook.com/NEPAGives to stay up to date on day of activity! For more information on NEPA Gives, visit NEPAGives.org!

For more information on how you can help our organization on NEPA Gives, June 6-7, please reach out to [person of contact].

Thanks, [NAME]

Day of

Dear [Donor Name],

Today is NEPA Gives, and [ORGANIZATION NAME] needs your support! We invite you to join the generosity movement and help us reach our goal of [\$XX,XXX]. We're raising funds today to support our mission of [core mission constituency, e.g., homeless youth, children with cancer, collies and dachshunds. Even better, share real life stories and examples of how NEPA Gives funds will aid in your work!] and your gift help makes this possible!

Giving is easy: between now and midnight, you can make your gift online at [insert your NEPA Gives profile page]. Plus, your dollars will be stretched with [insert your own matching funds] plus bonus funds and prizes!

After you make your gift, encourage your friends, family and colleagues to be a Giving Hero like you! Tag [organization social handle] and use the #NEPAGives hashtag to join in the excitement online! Then follow along by checking the NEPA Gives leaderboards, prizes page, and social media channels for exciting updates and announcements.

Thanks for your support of [organization name] and being a part of the NEPA Gives movement!

Sincerely, [NAME]



RAISING YOUR OWN MATCHING FUNDS

Matching funds are additional dollars contributed directly to your organization from a donor, company or community partner to help encourage donations to your nonprofit. Matching funds should be a 1:1 match, which allows you to say that your dollar will be doubled. Once secured, your matching fund will appear on your nonprofit profile, and will count down as it is satisfied.

Regional giving days trend data shows that nonprofits who secure 1:1 matching funds are more successful on giving days than those who do not secure matching fund donors, and experience a larger growth year over year than those organizations that do not secure matching funds.

Who are potential matching fund* donors?

- Board members
- Businesses who you have relationships with
- Individuals who are invested on a heart level (previous donors)

**A matching fund does not have to be from just one donor. You can combine partners' donations to build a larger match donation.*

Talking points for securing matches:

When working to secure a matching grant/sponsorship, you'll need to make a good case for why it's so important. Businesses and donors may not understand how vital matching grants are on giving days, so here are a few points you'll want to keep in your pocket to help sway prospects.

- Matching grants motivate donors.
People love a good deal. For that reason, being able to double their donation to a cause they care about can be the deciding factor for some people in whether they will donate.
- Providing a matching grant doubles their donation too!
If you have a donor or business that gives to your nonprofit annually, you can convince them to provide a matching grant on NEPA Gives day by explaining that their gift (while already incredibly important) can have an even bigger impact when used as a matching grant. They double the dollar amount by bringing in donations, and creating opportunities for future donations by enticing first-time donors to make a contribution.
- Matching grants create interest and drive traffic!
On NEPA Gives day, it's all about promotion and getting supporters to click the link to your donation page. Having a matching grant available gives you an angle to promote your page, creates buzz, and inspired donations.

Matching fund tips:

Get an early start: Set up meetings, make phone calls and send emails as soon as you register on NEPAGives.org to ensure you have plenty of time to work out the details and promote your organization's match.

Be willing to offer something in return: It's great to have an idea of some of the perks your organization can offer when approaching match perspectives. Things as simple as linking to their website on your NEPA Gives page, tagging them on social media, or e-blasting flyers for their business can make providing a matching grant/prize more enticing.

Market it!

Make sure to include your matching sponsors/grants in all your promotions for NEPA Gives. Put the information on your website and social media sites as well.

Some common questions about matching funds:

Does the matching fund money get bonused?

No. Each nonprofit should receive the matching fund money directly from their donors. Matching fund donors can write a check or grant directly to your organization, outside of the NEPA Gives platform.

Are matching funds required to be a dollar-for-dollar match?

Yes, matching funds must be a one-to-one dollar match in order to be tracked on the site.

Will my matching funds appear on my nonprofit profile?

Yes, your match amount will be listed on your profile page. As you raise money on NEPA Gives.org, your match goal will count down until the match is satisfied.

PRIZES AND INCENTIVES

Because winning is fun, and during NEPA Gives, it happens a lot!

The NEPA Gives partner foundations work together to both generate and award prizes and incentives through the day, creating excitement for both nonprofit partners and donors. Prizes and incentives are designed to be won by new and returning organizations of all sizes. Prizes range from randomly drawn, hourly golden tickets to geographic prizes, to prizes won for a specific accomplishment. There may be limitations on the number of prizes or incentives an organization can win. Keep an eye on the prize list to maximize your donations!

Regional Giving Pool

In NEPA Gives 2024, the partner foundations have established a “regional giving pool” which will serve as bonus funds which will further boost gifts from the community.

Offline gifts

Offline gifts can be given, but they will not count towards prize eligibility

Getting your money

After NEPA Gives adds all of the prize money to the winning organizations, the information is passed to Bonterra (Previously Give Gab). Bonterra will verify all donations and then send your raised money directly to the bank account you provided in your registration.

NEPA GIVES

5 YEARS OF GIVING

Wishing you a fun, safe, and successful NEPA Gives 2024!

NEPA GIVES IS PROUDLY SPEARHEADED BY:



IN PARTNERSHIP WITH:

