

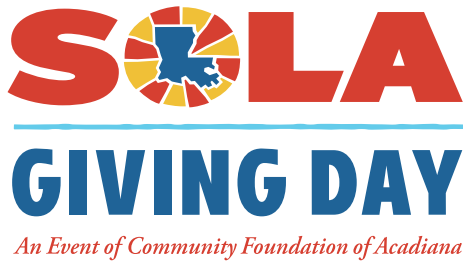
SOLA

GIVING DAY

An Event of Community Foundation of Acadiana

**2023
MARKETING
TOOLKIT**

SOLAGIVINGDAY.ORG



2023 MARKETING TOOLKIT

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KEY MESSAGES

SOLA Giving Day is an annual giving movement connecting donors and dollars to nonprofits and their funding needs. Moreover, it is an opportunity to celebrate and increase philanthropy in South Louisiana through online giving. This event helps raise awareness about the critical role nonprofits play in our communities, and it inspires people to give generously to create a stronger, more spirited SOLA for all.

When the goal is to engage, unite and strengthen the community, sharing the “why” is easy. In case you need a few ideas, here are key messages to use when promoting your participation in SOLA Giving Day:

SOLA Giving Day will take place on May 4, 2023!

You can support your favorite cause and help create a more spirited South Louisiana by giving at www.SOLAGivingDay.org.

Join the Giving Movement!

South Louisiana is known for its hospitality, community-mindedness, and generosity. Let’s show the world how SOLA Gives! #SOLAGivingDay

When we give together, we grow together!

SOLA Giving Day is for everyone, no matter the size of your gift. Find your favorite cause(s) and contribute to the collective strengthening of our communities.

Make your gift early.

Don’t delay! Starting April 4th, go to solagivingday.org and give to your favorite nonprofit(s).

Become an ambassador.

Be an ambassador for your favorite nonprofit by creating your own fundraising page and engaging your network. Our impact is greater when we give together!

The SOLA Giving Day leaderboards are fun to watch all day long.

Visit solagivingday.org on May 4 and watch the fundraising progress of your favorite nonprofits!

ADDITIONAL MESSAGING FOR YOUR CAMPAIGN

- In South Louisiana, we don’t just take...we GIVE!
- Do something today to make tomorrow better!
- “We” is greater than “me”!
- Your gift matters!
- Giving local matters!
- Join the giving movement!
- Give for the greater good!

REASONS TO GIVE

SOLA Giving Day is a day for GIVING.

Passionate people can put action to their convictions and make a real difference.

It's a nationwide movement.

SOLA Giving Day is an event that urges giving and engages the entire region to support local nonprofits and celebrate the important role they play in strengthening our communities. SOLA Giving Day is an opportunity to show the world our region's generous spirit and that, we can and will take care of each other.

Your gift matters.

Everyone can be a philanthropist during SOLA Giving Day! No matter the size of the gift, your role as a giver increases the capacity of nonprofits to do their work.

It's a powerful one-stop shop.

The SOLA Giving Day platform makes generosity easy. With so many nonprofits registered, you can find and support all your favorite causes in one place.

Prizes!

By giving during SOLA Giving Day, you could help your selected nonprofit(s) qualify for cash prizes!

COMMUNICATIONS CALENDAR

FEBRUARY

- Post on Social Media to let your followers know you are participating in SOLA Giving Day
- Share a save the date graphic or message in an e-newsletter
- Share a save the date graphic or message in your print publications

MARCH

- Share storytelling posts on social media for your clients, volunteers, donors, staff, etc.
- Highlight client and donor stories in your newsletters and email communications
- Reminder in newsletter or print publications that you are participating in SOLA Giving Day on May 4
- Update social medias with the SOLA Giving Day Pre-Event profile frame or picture

APRIL

- Post "Give Now" messaging during Early Giving (4/4 - 5/3) and on SOLA Giving Day
- Continue sharing stories via social media from your clients, volunteers, donors, staff, etc.
- Share inspirational quotes to get your audience excited about supporting you
- Send emails to encourage board members and donors to create a Fundraising page

- Send invitations for any fundraising events your organization may host
- Share specific goals for your SOLA Giving Day campaign in newsletters and print publications

MAY

- Continue posting “Give Now” messaging during Early Giving (4/4 – 5/3)
- Share a final countdown to the 24-hour Grande Finale fundraising push on May 4
- Send your email list a “Today is SOLA Giving Day” email. Share progress updates, matching gift opportunities and prize possibilities
- Share milestones and progress updates regarding your fundraising goals throughout the day
- Go Live on Facebook and utilize Instagram Stories for real-time updates
- After SOLA Giving Day, share Thank You posts, photos, graphics, and videos of your success
- Update social medias with the SOLA Giving Day Post-Event profile frame or picture
- Send a Thank You to your supporters and let them know how their donations will be used

MATERIALS AND GRAPHICS

These images can be downloaded and easily incorporated into your campaign.
To download, [CLICK HERE](#).

SOCIAL MEDIA GRAPHICS



COVER PHOTO



MATCH PHOTO



EARLY GIVING PROFILE PIC



MATCH PROFILE PIC



POST-EVENT PROFILE FRAME



POST-EVENT PROFILE FRAME

SOCIAL MEDIA GRAPHICS



FACEBOOK / INSTAGRAM STORY POSTS

EMAIL SIGNATURE



THREE MESSAGE OPTIONS

OUTREACH AND ADVERTISING

The SOLA Giving Day team provides significant marketing support with outreach to local TV, print, radio, and online outlets across the region.

- Social Media Paid Promotions
- Print Advertisements
- Radio Advertisements
- TV PSAs leading up to the event

Each year, we work with many local media partners to spread the word about SOLA Giving Day. We encourage you to also reach out to these partners to promote your participation and tell your story. A complete list of media partners can be seen in the Sponsors section of the SOLA Giving Day website.

SOCIAL MEDIA

FACEBOOK

Facebook.com/SOLAGivingDay
@SOLAGivingDay



INSTAGRAM

Instagram.com/SOLAGivingDay
@SOLAGivingDay



TWITTER

Twitter.com/SOLAGivingDay
@SOLAGivingDay



PLAN

Take time before SOLA Giving Day to plan out your social media strategy:

- What stories will your organization tell?
- Who will be responsible for social media updates and conversations?
- Do you need to enlist someone's help (a student, family member, or friend) to help with posts and promotions?
- Who will monitor your SOLA Giving Day progress to track donations and keep donors informed and engaged throughout the campaign?

ENGAGE

SOLA Giving Day is an opportunity for your organization to increase visibility both online and offline.

Harness the momentum and excitement around SOLA Giving Day and use it to amplify your online presence.

- Have conversations about #SOLAGivingDay on social media in the months leading up to and following May 4.
- Make your content relevant, interesting, shareable, and uplifting. Tell real stories about real issues and show how your organization is working to tackle them.
- Be authentic and engaging. Participate in the conversation.
- Ask followers to tell you why they support you using the hashtag #iGiveSOLA and #SOLAGivingDay
- Create a customized hashtag specific to your organization in addition to using the #SOLAGivingDay hashtag.
- Talk about your success stories – what were you able to do with the funds raised from last year's SOLA Giving Day?
- Engage others to tell your story – get your staff, board, and volunteers to be brand ambassadors by sharing your content.
- Invite a member of your community to take over your social media account for an hour.
- Ask followers to vote on your SOLA Giving Day campaign ideas.

SOCIAL MEDIA BEST PRACTICES

FACEBOOK

The Internet's Watercooler

- Get started by liking the [SOLA Giving Day](#), [CFA BayouCF](#), and [UWaySWLA](#) Facebook pages. This will allow you to get updates, important information and tips for SOLA Giving Day. It's also a great place to re-share content straight to your organization's page.
- Promote your Facebook page. Include a link to your Facebook page on your website's homepage, newsletters, emails....basically anywhere and everywhere.
- Using your personal account, tag the page and ask your Facebook friends to check it out. Ask employees and board members to do the same.

- Create a Facebook event for SOLA Giving Day that links to your SOLA Giving Day profile page and remind people to give to your organization. Invite your followers to be part of SOLA Giving Day so that they can get reminders on their feeds. Also, tell people to invite others — take advantage of the social network!

INSTAGRAM

Picture Perfect

Instagram is a great tool to visually tell your story to supporters. Whether it is a fun quote, graphic or photo, images and videos have the most impact on Instagram. Use the captions to give more information but keep them short — let your images do the talking! Use hashtag #SOLAGivingDay so your images will show up on the SOLA Giving Day website feed.

You can also share in-the-moment events using the Instagram Stories feature. Here's what you need to know about Instagram Stories:

- The Stories feature is a way for users to share photos and videos on Instagram.
- Instagram Stories can be seen for just 24 hours before they disappear.
- Photos and videos shared to your Story do not live on your profile grid or on your follower's feeds — the content exists only in the stories bar at the top of the app.
- Stories are a series of videos or photos, all capped at 60 seconds, but you can add as many as you want.

How can you use Instagram Stories:

- Tell a story. Unlike your Instagram profile, which is likely made up of polished and posed photos, Instagram Stories are much more casual. Use the successive video feature to tell full-length stories and show events or ideas as they unfold.
- Connect with your followers. Instagram Stories make it easy for users to send you a message as a response to your Story. Take full advantage of this and encourage users to send you a message. This promotes one-on-one engagement with people in your audience that may not have reached out to you otherwise. The most important thing is to have somebody monitoring your accounts, ready to respond!
- Have fun with it. The casual and spontaneous nature of this feature gives you a ton of room to experiment.
- Be sure to #SOLAGivingDay so we can re-share your stories to our account!

TWITTER

Short and Sweet

There is a lot happening on Twitter and it all happens quickly. On Twitter, you can connect your organization with those who are outside your usual sphere using #hashtags and retweets.

Follow [@SOLAGivingDay](#) on Twitter to stay connected with updates, important information and tips. Retweet us for quick and easy content for your feed.

Twitter Tips

- Use the hashtag #SOLAGivingDay to be in the SOLA Giving Day conversation.
- Follow and interact with people/organizations who are important to your nonprofit: people who have raised funds for you, those who hold important positions in your community, experts in your area or people who are talking about your interests already.
- Start talking, and have something to offer, such as a link, picture or video.
- Use Images! Tweets with images attached get more retweets. Links tweeted with an accompanying image get more clicks.
- Consider hosting a #twitterchat and discuss a topic relevant to your cause.

SAMPLE POSTS

FACEBOOK & TWITTER

Before SOLA Giving Day

- Thanks to you, last year we raised [enter total raised in 2022] on #SOLAGivingDay! This year, please help us to meet or beat our goal(s) of [enter 2023 goals]!
- South Louisiana is known for its giving spirit! We can't wait to be a part of such a BIG day for our communities!
- Save the date: May 4 is #SOLAGivingDay!
- #SOLAGivingDay is a regional movement. Show your south Louisiana pride and share how you will give back to your community!

Early Giving (April 4 through May 3)

- A little goes a long way when we all give at once. You can make your #SOLAGivingDay gift early from April 4 – May 3.
- Did you know that you can make your #SOLAGivingDay donation early? Do it today! [enter link to donation page]
- Don't delay, give today! #SOLAGivingDay

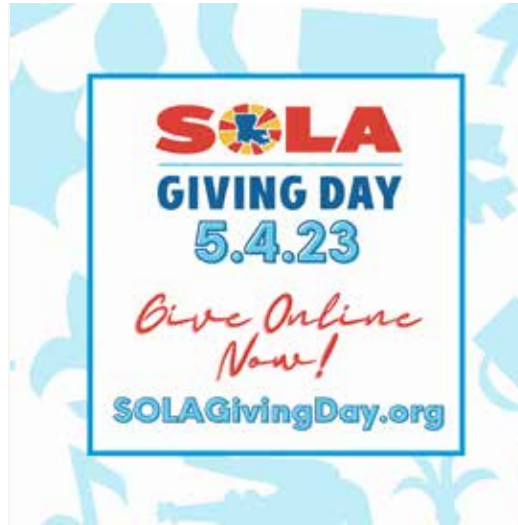
SOLA Giving Day (May 4)

- Help build a stronger and more spirited south Louisiana by donating today! [enter link to donation page]
- Today is #SOLAGivingDay. Donate today to help us change our region's tomorrow! [enter link to donation page]
- Your gift matters! Let's show the world how south Louisianians give back and donate today!
- Help us get to the top of the #SOLAGivingDay leaderboard! Donate here today [enter link to donation page]
- Thousands will be donating to their favorite causes today for #SOLAGivingDay — join the giving party!

INSTAGRAM



Sample Post



Sample Post

Best Practices

EMAIL

Make sure your emails are mobile-friendly.

It should come as no surprise that the majority of emails are read on a mobile device. If an email is not optimized for mobile devices, it will display poorly to your recipients and will affect click rates, deletion, and unsubscribes. Most email platforms, such as MailChimp or Constant Contact, have built-in tools to ensure your emails display correctly on mobile and desktop, but it's always a good idea to test and preview before sending.

Use short and compelling subject lines.

The nonprofit industry's average open rate for email is 21.6%. To make your organization stand out, write concise and enticing subject lines that give your audience a reason to open and read your emails. Aim for using no more than nine words or 60 characters. Research shows that no more than three punctuation marks per subject line should be used, as more than three can make your email appear like spam. Emojis can add some flair to your subject lines, but should be used carefully. Do not use more than one emoji per subject line, and use as supplements rather than to replace words.

Personalize your campaigns.

If using platforms such as MailChimp or Constant Contact, use merge tags to add personalization to your emails. You could add a merge tag to address the recipient directly in the subject line, or in the opening of your email. Include other relevant fields of data that foster a personal connection with your audience.

Segment your audience. By organizing your audience into groups with similar interests, demographics, or preferences, you can more effectively target your donors and prospects by personalizing your email content to improve open and click rates. Some examples of segments could include: current donors, lapsed donors, alumni, Fundraising Page creators, volunteers, prospective donors, event attendees, etc.

Use A/B testing to evaluate performance.

A/B testing allows your organization to experiment with different subject lines, send times, from names, or content. By testing variables, you can learn more about what resonates most with your audience to improve open and click rates.

DIRECT MAIL

Make sure you have good data.

At the very least, including personalized content, such as addressing the recipient directly by name, helps to make your direct mail piece more effective. Use a CRM tool to track relationships, personal information, giving history, etc. so that your mailing lists are up to date and relevant.

Segment your mailing list.

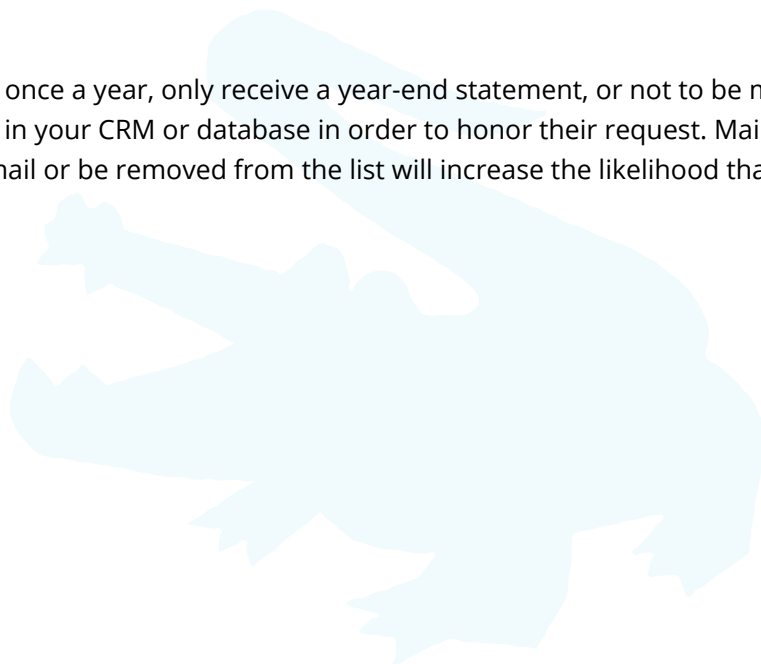
As with email, tailor your messaging for better engagement, by segmenting your mailing list. For example, if you are mailing a letter to lapsed donors and current donors, you will likely want to use different language to encourage lapsed donors to give again than language you would use for your current supporters.

Make your direct mail easy to read.

Whether you are sending a letter or a postcard, make sure your mail piece is well designed and easy to read. If your direct mail is cluttered or uses a difficult to read font, your recipients are more likely to throw it away. Use good images, readable fonts, and plenty of space between text and elements.

Honor donor requests.

If a donor asks to be mailed only once a year, only receive a year-end statement, or not to be mailed at all, be sure to update their preferences in your CRM or database in order to honor their request. Mailing donors after they have asked to receive less mail or be removed from the list will increase the likelihood that you'll lose them as a donor entirely.



SAMPLE TEMPLATES



SAVE THE DATE

Dear [Donor Name],

This year, on Thursday May 4, 2023, [ORGANIZATION NAME] is participating in SOLA Giving Day, a online giving extravaganza for our whole region.

Over the last 5 years, over 360 local nonprofits like us have benefitted from participating in SOLA Giving Day and have collectively raised over \$6.65M+ for south Louisiana nonprofits, churches and schools. We are excited to be a part of the community-wide event this year!

We invite you to join the giving movement and help us reach our goal of [\$X,XXX] on May 4.

Here is how you can help:

- 1. Get up and give on May 4!** Your gift matters! On May 4, if you donate to [organization name] on SOLAGivingDay.org, your dollars will be stretched with [insert your own matching funds, if applicable] and you help put us in the running for prize dollars.

Not available on May 4? No worries. Take advantage of Early Giving between April 4 – May 3. [insert link to your SOLAGivingDay.org donation page]

- 2. Spread the word!** Tell all your friends and loved ones about [your organization] and SOLA Giving Day! Don't forget to tag [organization social handle] and #SOLAGivingDay if you are posting online. Encourage your friends and family to get up and give as well!
- 3. Follow us!** Follow our social media account [social media account] and [facebook.com/SOLAGivingDay](https://www.facebook.com/SOLAGivingDay) to stay up to date on SOLA Giving Day!

For more information on SOLA Giving Day, visit SOLAGivingDay.org! For more information on how you can help our organization on May 4, please reach out to [person of contact].

Thanks,
[NAME]

MATCHING GIFT

Dear [Donor, Board Member, Business Owner],

This year, on Thursday May 4, [ORGANIZATION NAME] is participating in SOLA Giving Day, a 24-hour online giving extravaganza for our whole region. Our organization provides [core mission constituency, e.g., homeless youth, children with cancer, animal aid] and SOLA Giving Day helps us amplify our message. With SOLA Giving Day, we are able to reach more people and make an even greater impact.

Over the last 5 years, over 360 nonprofits have come together to celebrate SOLA Giving Day and have collectively raised over \$6.65+M for organizations in south Louisiana. We invite you to join the giving movement and help us reach our goal of raising [\$X,XXX] on May 4.

Dollar-for-dollar matching funds are a great way to inspire people to give and to help us reach our fundraising goal. Would you be interested in supporting our mission this year by providing a matching gift that we could promote and leverage on SOLA Giving Day? By matching gifts, you demonstrate your commitment to our cause and region! Also, your help with a matching gift will encourage other donors to rise to the challenge of doubling your donation.

We appreciate you considering this request. For more information about the event, visit SOLAGivingDay.org. To discuss being a matching gift donor, please contact [Contact Information].

Thanks,
[NAME]
[Title (Executive Director, Board Chair, Volunteer)]

DAY-OF EMAIL

Dear [Donor Name],

Today is SOLA Giving Day, and [ORGANIZATION NAME] needs your support! We invite you to join the giving movement and help us reach our goal of [\$X,XXX]. We are raising funds today to support [share how funds will be used, provide impactful stories]. With SOLA Giving Day, we are able to reach more people, amplify our message, and make an even greater impact.

Giving is easy: between now and midnight, you can make your gift online at [insert SOLA Giving Day profile page]. Plus, you are helping us compete for prize dollars [(and, if applicable), earn dollars towards our matching gift]!

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 #SOLAGivingDay hashtag to join in the fun online! Then follow along by checking the SOLA Giving Day leaderboards, prize page, and social media channels for exciting updates and announcements.

Thanks for your support of [\[organization name\]](#) and being a part of the SOLA Giving Day movement!

Sincerely,
[\[NAME\]](#)

THANK YOU

Dear [\[Donor Name\]](#),

Thank you for donating to [\[organization name\]](#) on SOLA Giving Day! Your generous support makes a meaningful difference to [\[core mission constituency, e.g., homeless youth, children with cancer, animal aid\]](#), as we continue to change lives every day.

SOLA Giving Day gives us a chance to introduce our organization to a new audience and raise funds to keep our mission going. Your donation on SOLA Giving Day brings us one step closer to reaching our overall fundraising goal for the year!

A huge thank you to you and the [\[number of\]](#) people who donated; we raised [\[\\$X,XXX\]](#) during SOLA Giving Day! The money raised will help us [\[provide examples of how money will be used\]](#).

Be sure to follow us on Facebook/Twitter/Instagram [\[insert a link to your social media page\]](#) to see how we will put your donation to work.

Sincerely,
[\[NAME\]](#)
[\[Title \(Executive Director, Board Chair, Volunteer\)\]](#)

SOLA

GIVING DAY

An Event of Community Foundation of Acadiana

MAY 4

2023

SOLAGIVINGDAY.ORG