

**GIVE  
MORE  
24!**

COMMUNITY FOUNDATION  
FOR SOUTHWEST WASHINGTON

# Workshop Links & Resources

## Getting Started

1. [Register for Give More 24! Webinars and Watch Trainings](#)
2. [Key Dates for Give More 24! 2022](#)
3. [Download Give More 24! Social Media and Marketing Templates](#)
4. [Subscribe to the Give More 24! Nonprofit Newsletter](#)
5. [Join the Give More 24! Nonprofit Facebook Group](#)
6. [GiveGab support articles for frequently asked questions](#)

## Session 1: Key Elements of a Successful Giving Day

### Make a Plan & Set Goals

- [Give More 24! Worksheet: Setting Your Vision & Goals](#)
- [Giving Tuesday: Goal Setting for a Giving Day](#)

### Create a Perfect Profile

- [GiveGab How-to Video: Creating the Perfect Giving Day Profile](#)
- [GiveGab Guide to Nonprofit Profile Best Practices](#)
- [GiveGab Support article: How to share your profile page](#)

### Establish Your Team

- [GiveGab Webinar: Getting Your Board on Board for Your Giving Day](#)
- [GiveMore24.org Board Engagement Guide](#)

### Secure Matches and Peer-to-Peer Fundraisers

- [GiveGab Support Article: How to add a match to your giving day profile](#)
- [GiveMore24.org Peer-to-Peer Fundraising Guide](#)

## Session 2: Crafting Social Media for Nonprofits: An Overview

### Spry Social Media Resources

- [Worksheet: Audience Persona and Tone](#)
- [Worksheet: Content Strategy Outline](#)
- [Template: Example Content Calendar](#)
- [Template: Presence Management Checklist](#)
- [How-to Video: Creating Facebook ad audiences](#)
- [How-to Video: Creating website traffic ads in Facebook ads manager](#)
- [How-to Video: Promoting posts on Facebook and Instagram through Ad Center](#)
- [How-to Video: Creating a Page Likes ad](#)

### Give More 24! Social Media Resources

- [GiveMore24.org Social Media Templates & Resources](#)
- [GiveGab How-to Video: Social Media Strategies](#)
- [Canva for Nonprofits: Access premium features for free](#)

## Session 3: Raising Awareness to Raise Generosity

### Tell Your Story

- [Give More 24! Worksheet: Shaping Your Story](#)
- [GiveGab Webinar: Giving Day Storytelling Made Easy](#)

### Execute Marketing & Communications Plan

- [GiveGab Communications Guide](#)
- [GiveMore24.org Email Marketing Templates & Resources](#)
- [GiveGab Webinar: Creative Giving Day Engagement Ideas](#)