



**WYOO  
GIVES**

# Creating Your Social Media Marketing Plan for #WyoGives

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# Your Preparation Checklist

Time to launch







85






days

Complete  
your  
WyoGives  
Profile

## Get Set Up



Complete the steps below to be sure that you are set up and ready to participate in Giving Day.

-  **Add Your Organization's Info**  
*Let people know who you are.*
-  **Add Your Story**  
*Tell potential donors why they should contribute.*
-  **Get Verified to Collect Donations**  
*Set up your banking information to receive secure online donations.*
-  **Add Donation Levels**  
*Show your donors the impact their donation makes.*
-  **Add a 'Thank You' Message**  
*Personalize your auto-response for donors ahead of time.*
-  **Add Fundraisers**  
*Recruit peer-to-peer fundraisers to expand your network of donors.*

-  [Add An Administrator](#)
-  [Add Offline Donation](#)
-  [Manage Sponsor Matching](#)
-  [Manage Donations](#)
-  [View Registration Info](#)

Share Your Page

<https://dog-staging.givegab.com/organizations/logan-s-pups-c>

[View Your Page](#)

# Why is social media so important?

- Cost-effective
- Target your audience
- Spreads the word





**Mrs W**



Prep



Instagram

twitter 

 facebook.

What platforms should you use?

# How to effectively begin building your pages/content to prepare for WyoGives:

- Create page and accounts (if you don't currently have them)
- Research your pages' effectiveness through data and insights
- Begin a schedule of meaningful content
- “Like” and follow other pages/groups
- Engage with followers and invite others to join





An aerial view of a large crowd of people on a light gray surface. The crowd is arranged in a shape that resembles a stylized letter 'C' or a large '3'. The people are wearing various colorful clothing, and their shadows are cast on the ground. The text 'Ready, set, grow!' is overlaid in the center of the image.

Ready, set, grow!

Send an email to your list

As your board/ambassadors/staff to start sharing NOW

Post at least 1-2 times a week

Pay for a “like” campaign

Include a reminder in all print materials





What to  
post???

# What to post:

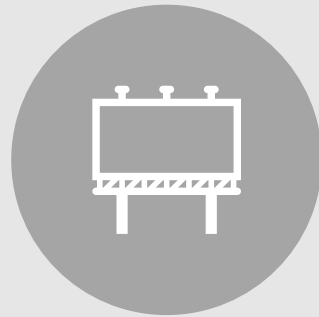
- Photos
- Videos
- Stories
- News, links, etc.

A network graph with nodes and edges, overlaid with the text "Beat the Algorithm!". The graph consists of numerous nodes of varying sizes and colors (red, grey, dark blue) connected by thin lines. The text is centered in white.

Beat the Algorithm!



SETTING UP AN AD  
ACCOUNT



ADS MANAGER OR  
BOOSTED CONTENT?



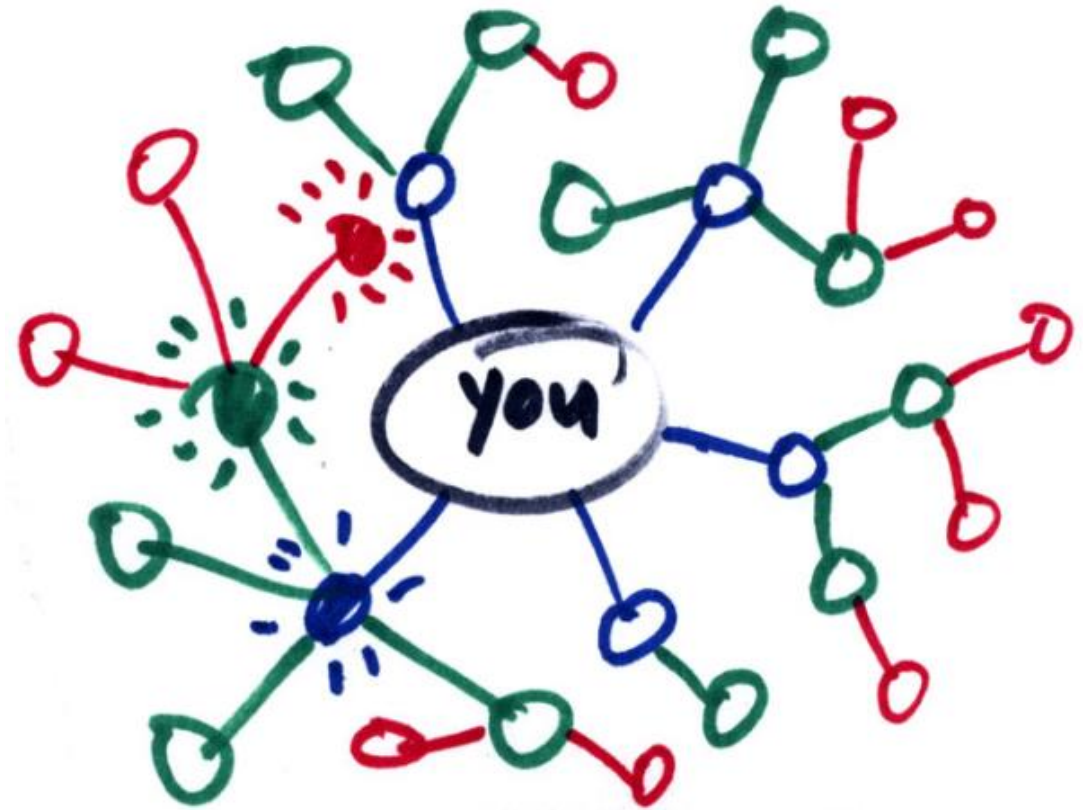
CREATE A BUDGET



PAY ATTENTION TO  
AUDIENCE

## How to begin creating engagement and effective content for your organization through WyoGives:

- Announce your organization's participation in WyoGives
- Connect with WyoGives Facebook page and share their posts
- Use the hashtag #WyoGives
- Use custom graphics, videos, and tell personal stories







Soft Launch



## Social Media Marketing leading up to WyoGives:

- Continue to share WyoGives posts
- Continue to use the hashtag #WyoGives
- Continue Use custom graphics, videos, and tell personal stories
- Share your WyoGives profile page
- Share content from WyoGives marketing efforts (PSAs, articles, etc) and other nonprofits
- Engage board members and volunteers to share content






WYO  
GIVES

*July* 

Heavy  
Marketing



## July 1 to 14

July 1

- Two weeks away message

July 1 - 7

- Announce partnerships/supporters (matching challenges, P2P fundraisers)
- Share WyoGives posts

July 8

- 1 week away message

July 9 - 13

- Continue to make any new announcements
- Share WyoGives posts

July 14

- Tomorrow message

July 15


# MAKE THIS DAY COUNT

JULY 15, 2020 12AM-12AM  
WYOGIVES.ORG



**WYO  
GIVES**

- Today message
- Thank you message, updates, photos, progress etc.
  - 3 hours in, 6 hours in, 6 hours to go, 3 hours to go
  - 1 hour to go, post a “final hour” message
  - Post a “Thank You” final message with totals



Thank  
you

Thank,  
thank, repeat

```
graph TD; A[24-hour rule] --> B[Thank again]; B --> C[Report back];
```

24-hour rule

Thank again

Report back





# Tips, Tools, and Resources

- The Nonprofit Toolkit has everything you need to plan, prepare, and promote WyoGives and reach your goals!
  - Customizable Templates
  - Communication Timelines
  - WyoGives Graphics
  - Helpful resources for your board members, volunteers, and fundraisers
- Even more training videos for Matches/Challenges and WyoGives strategy




## 2. Train

 <p>Training Sessions Sign Up</p>	 <p>Getting Started Guide <a href="#">Download (PDF)</a></p>	 <p>Helpful Support Articles View</p>
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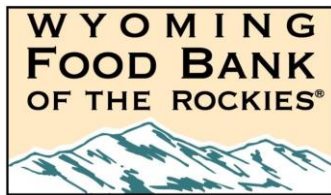
## 3. Prepare & Plan

 <p>WyoGives Planning Guide View</p>	 <p>Communications Timeline View</p>	 <p>The Ultimate Guide to Giving Day Success <a href="#">Download (eBook)</a></p>
 <p>Building Board Support View</p>	 <p>Peer-to-Peer Fundraisers View</p>	 <p>Giving Day Blog Articles View</p>

## 4. Promote

 <p>Email Marketing Templates View</p>	 <p>Social Media Tips View</p>	 <p>Download WyoGives Graphics View Downloads</p>
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Sponsors



Media Partner



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Live Here. Give Here.  
July 15, 2020