Your organization has to put in time and effort in order to yield any benefit in a giving day.
You have to be an active participant in the marketing effort.
Master List

- Content – Is your WyoGives profile complete?
  - Logo, image, video, causes

- Peer to Peer fundraisers!!!!

- Matching challenges

- Email marketing to your contacts (donors, prospective donors, volunteers, etc.)

- Your website – announcement and link to WyoGives

- Social media – Watch last month’s WyoGives webinar

- Media outreach in your community – More on this later in the webinar

- July 15th – BLOCK THIS DAY OUT and ENGAGE
WyoGives Marketing Focus
Transitioning from you (nonprofits) to Wyoming audience
Deadline for nonprofits to register is June 24!
Between now and June 14th

- WyoGives Facebook Page – Adds and campaign to increase likes (target audience – broader Wyoming community)
- Instagram account
- Twitter (using Wyoming Nonprofit Network account)
- Continue prepping for next phase of marketing
June 15 – June 20

- June 15 Announcement
  - WyoGives YouTube Channel
  - Facebook posts
  - Twitter
  - Instagram

- Update Wyoming Nonprofit Network website – WyoGives message
June 21 – June 27

• Social Media Posts – FB/Twitter/Instagram

Content:
Governor’s PSA
General Messages
Link to WyoGives YouTube channel
WyoGives Towel challenge

June 25: WyoGives.org switches to Donor phase
June 28 – July 4

- Governor’s PSA – Radio and Local Television
- Social Media Posts – FB/Twitter/Instagram (pd FB ads) – WyoGives Towel challenge
- Op Ed in Casper Star Tribune and Wyoming Tribune Eagle
- Press release
July 5 - 11

- Social Media Posts – FB/Twitter/Instagram (pd FB ads) – WyoGives towel challenge
- Spectrum ads (cable networks)
- Governor’s PSA – Radio and Local Television
July 12 – July 14

- Social Media Posts – FB/Twitter/Instagram (pd FB ads) – WyoGives towel challenge
  - Instagram and Twitter Feed on WyoGives.org
- Article in Casper Star Tribune and Wyoming Tribune Eagle
- Spectrum ads (cable networks)
- Local morning TV shows
- Governor’s PSA – Radio and Television
MAKE THIS DAY COUNT

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

July 15!

• TODAY Messaging – Starts the first minute
• Social Media Messages: thank you, video updates, photos, progress etc.
  • Hourly messages
  • Instagram and Twitter Feed on WyoGives.org
• Post a “Thank You” final message with totals
Marketing Outreach in Your Community

• Local newspapers
• Local radio
• Local tv
• Businesses participation – Post “WyoGives.org, July 15th” on their signs; share social media posts
• COLLABORATE with each other
  • Gillette example
  • Email me if you are willing to help coordinate in your town/region: jshields@wynonprofit.org
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

https://www.wyogives.org/info/nonprofit-toolkit