



**WYO
GIVES**

Community Collaborations and Local Marketing Efforts

April 29, 2021

Introductions

WyoGives Team:

- Jody Shields
- Kristie Wilson
- Cathy Drzal
- Elizabeth Colvin
- Also assisting today, Tiffany Comer Cook

Speakers:

- Gillette Nonprofits WyoGives Committee

WyoGives is an initiative of



Wyoming Nonprofit Network



GiveGab is Wyoming Nonprofit Network's technology partner for WyoGives. They provide the online giving platform, including registration, donation processing, etc.

WyoGives Promotional Update

Current Media Partners:

- WyomingPBS – PSA for TV and radio
- Wyoming Public Radio – Underwriting and stories, digital tiles and banners
- YesCO Outdoor Media – Digital billboards
- Lamar – Digital billboards
- Oil City News – News releases, images

Wyoming Tribune Eagle – News stories leading up and on July 14 (pending ads)

Casper Star Tribune – pending

WyoGives Facebook Ads and Livestream July 14th

WyoGives Instagram

WyoGives Photo Challenge – Back this year!!!

Governor's Proclamation

Why collaborate on local marketing efforts?

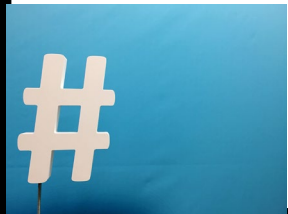
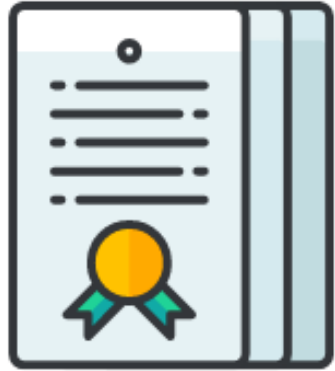
- Increased awareness in your community will generate more support for your organizations.
- Collective benefit....the more you join together in promoting the event, the greater exposure
- Demonstrates to your community the spirit of collaboration and creates interest and excitement
- Gives you a chance to work with your nonprofit peers, share ideas and learn from each other
- Limited marketing dollars and resources, the WyoGives team focuses on statewide marketing efforts. In addition, media in your community want to hear from you.
- It can be a lot of FUN!!!





Gillette Nonprofits





Prior to July 14th

July 14th





Breakout Rooms

Information to Include

VERY IMPORTANT:

- WyoGives.org
- Wednesday, **July 14**, 2021 (24-hours)

- Social Media: #WyoGives

General Information:

- The purpose of WyoGives is to bring the state together as one community to raise funds and awareness for Wyoming nonprofits.

- WyoGives.org is an easy-to-use platform where individuals can search and donate to causes across the state.

Social Media

facebook.com/WyoGives

instagram.com/WyoGives



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