Go Big GIVE
Nonprofit Toolkit

This nonprofit toolkit will help participating nonprofits engage the public for Go Big GIVE! Included in this toolkit are social media example posts for Go Big GIVE and the days leading to May 3rd. This toolkit is to help nonprofits get a start on their social media strategy.

*You will find the following items online at **GoBigGIVE.org** under the FAQs/Tools tab.*
- Go Big GIVE Logo
- Go Big GIVE Poster
- Go Big GIVE Flier
- Go Big GIVE Meeting PowerPoint's
- Additional Go Big GIVE Documents

Sample Facebook Posts

- #GoBigGIVE is *(insert time away from MAY 3)* away! Join us for the 24-hour Giving Day! Visit the Go Big GIVE website to learn more. www.GoBigGIVE.org

- *(Enter your organization name here)* is participating in #GoBigGIVE! A 24-hour fundraising effort to help local nonprofits! Visit GoBigGIVE.org to learn more.

- 24 hours to click & GIVE! Be a part of the team… Visit www.GoBigGIVE.org to learn more!

- We've got spirit, YES we do! We've got spirit, How 'bout YOU? Join the team today! #GoBigGIVE is coming May 3rd!

- Together, let's all Go Big and GIVE! #GoBigGIVE… a 24-hour additional give is Tuesday, May 3rd beginning at 12 AM! Click below to learn more. www.GoBigGIVE.org

- Be the "game changer" for #GoBigGIVE! Start the chant on May 3rd and give to local nonprofits! See participating nonprofits by visiting www.GoBigGIVE.org

- #GoBigGIVE is an additional way to give to local nonprofit organizations in our 4-county area. Join the cheering section today! Visit www.GoBigGIVE.org to learn more.

- Go. Big. GIVE! Go. Big. GIVE! May 3rd is almost here! Are you ready? Visit www.GoBigGIVE.org to learn more.

Posts for Pre-Give April 26– May 2

- Busy May 3rd? Not a problem! Pre-Give your gift at www.GoBigGIVE.org between April 26th and May 2nd.

- Can't wait for #GoBigGIVE? We've got you covered! Pre-give your gift to *(Name your organization)* by visiting www.GoBigGIVE.org today!

GO BIG GIVE – MAY 3 SAMPLE FACEBOOK POSTS

- TODAY IS THE DAY! Visit GoBigGIVE.org to give to local nonprofits! To give to *(insert your organization name)* click link below!

- Join us today at *(time)* for our *(insert your promotional event here)*! Support #GoBigGIVE today! Visit www.GoBigGIVE.org to see how you can be part of the team!
    - *EX: Post if one of your donors wins an additional amount for your organization.*
    - *BE CREATIVE! If you have a promotional event, make sure to post photos promptly after (even better - during the event) to get your followers talking! A photo is worth 1,000 words!*
    - *Post frequently on MAY 3rd to keep followers engaged and excited to give!*

Sample Twitter Tweets – Please use #GoBigGIVE

- Go Big GIVE is coming your way on May 3 at 12 AM! Visit the website to learn more! www.GoBigGIVE.org
- MARK YOUR CALENDAR! May 3 is the inaugural #GoBigGIVE, a 24-Hour fundraising effort for local nonprofits!
- Join the team… Go Big and GIVE on May 3!
- Together, let's all Go Big and GIVE! Check out the #GoBigGIVE website to learn more. www.GoBigGIVE.org
- Go Big and GIVE to your local nonprofits! Go to www.GoBigGIVE.org to see participating nonprofits!
- *(Insert organization name here)* is participating in Go Big GIVE! A 24-Hour additional give to local nonprofits! Visit our page here: www.GoBigGIVE.org
- "Click & Give" #GoBigGIVE is that easy! Visit www.GoBigGIVE.org today to learn how you can be a part of the team!

Tweets for Pre-Give – April 26 – May 2

- Busy May 3rd? Not a problem! Pre-Give your gift at www.GoBigGIVE.org between 4/26 and 5/2! #GoBigGIVE #PreGive
- Can't wait for #GoBigGIVE? We've got you covered! Pre-give your gift today by visiting www.GoBigGIVE.org!

GO BIG GIVE – MAY 3 SAMPLE TWEETS

- TODAY IS THE DAY! Want to join the crowd? Check out GoBigGIVE.org to learn more!
- Go Big GIVE! Go Big GIVE! Join the chant today! Visit www.GoBigGIVE.org to give to your local nonprofits!
- #GoBigGIVE is an additional way to give to nonprofit organizations in our 4-county area. Join in on the cheer today! Visit www.GoBigGIVE.org

- *(Insert organization name here)* is participating in #GoBigGIVE! Click the link below to join our team! www.GoBigGIVE.org

SAMPLE E-MAIL BLAST

Verbiage should include the following:

- Go Big Give LOGO in color (make sure to put logo in the bed of e-mail – not as an attachment)
- Your organizations logo
- Go Big GIVE – MAY 3rd 12:00 AM – 11:59 PM
- 24-Hours to Click & GIVE
- Visit www.GoBigGIVE.org to learn more
- **Like us on Facebook and follow us on Twitter to stay updated on Go Big GIVE events!**
  - Possibly add those logo's linking to our pages
    - Link to Facebook page – www.facebook.com/gobiggive
    - Link to Twitter page – www.twitter.com/gobiggive