



# 6 WAYS TO PREPARE FOR GIVEORCAS: A GUIDE FOR NONPROFITS

GiveOrcas campaigns can be a powerful tool for nonprofits that plan a strategy for participation and advertising. To ensure successful funding, we need your help to tell your story, market your request, and recruit donations. If your organization is not able to prepare some or all the steps below, then this process may not be for you. Contact OICF if you have questions.

## 1. MAKE A PLAN

- Set a goal.
- Decide who you will market to - this is your prime audience.
- Decide where to put the word out
- Decide how you will do it: newsletter, social media, posters, articles, host event? All?

## 2. CREATE YOUR TEAM

- Who is in charge of your marketing plan and execution?
- Create a list of what you want to do and who is going to do it.
- Create a timeline.
- Assign each person task(s).

## 3. PREP YOUR MATERIALS

- Decide what type of materials you want to use (posters, fliers, banners, online images, etc.)
- Create the materials, or use the stuff we provide.
- Decide who will distribute materials.

## 4. PREP YOUR COMMUNICATIONS

- Spiffy up your website.
- Update your GiveOrcas entry.
- Write an article for your newsletter; share with the Sounder and OrcasIssues.
- Decide which social media channel(s) you will focus
- Plan donor events now.

## 5. PREP YOUR BOARD

- Will your board contribute?
- Will they take on responsibility for marketing help?
- Will they create a pool of matching funds?
- Will they invite their friends to donate during the GiveOrcas campaign? If so, how many?

## 6. GET YOUR SOCIAL MEDIA ON

- Assign persons to post to your social media sites.
- Create a schedule for your posts.
- Research content and images.
- Ask all your friends and family to like your pages and sites.
- Ask them to invited their friends.
- Ask them to share your posts.

## DON'T FORGET THE GAMES!

OICF will host several games throughout each campaign to generate and increase interest during the open catalog period. In the past games have included:

- \$1000 to the organization with the most donors on a single day (Unique Donor Day)
- \$1000 to the organization with the most \$100+ donors on a single day (Ben Franklin Day)
- Flat Person campaign mascot (Holiday catalog only)
- Other games to be determined