



Give **BIG** Lexington

November 9, 2023

*We are woven together through our communities.
The more we support each other,
the tighter our communities will become.*

Nonprofit Campaign Guide

Give **BIG** Lexington '23

Give BIG Lexington

Nonprofit Resources

Welcome back to **Give BIG Lexington!**

GBL has made a huge impact on the community, investing over **\$5.8M** back into our communities over the last 12 years. Last year alone, over **\$848,000** was raised during GBL. We are looking forward to a successful 13th giving day.

The theme this year is *"Woven together through community."*

The more we support each other, the tighter our communities will become.

RULES

- **Donations must be made on your GBL page online or in person at Give BIG Headquarters - (in person donations must be made between 7:00am - 7:00pm)**
- **Donations must be made between 12:00am and 11:59pm on November 9th**
- **Donations up to \$25,000 per donor/per organization, qualify to receive match funds**
- **Donors can schedule donations online starting September 15th**

INSPIRE DONORS TO GIVE TO YOUR CAUSE

Identify how your organization is making an impact. What sets your organization apart from the rest? Why do you need donor support? How will you use their funds to help the community?

MOTIVATE WITH MATCHING FUNDS

Did you know you can use a large donation as a motivator? With permission from the donor, you can use their donations as a match pool. On November 9th, donations are matched dollar for dollar until the initial donation has been fully expended.

Repeat donors and board members are an excellent lead. Ask them why they give to your organization and use their words (or donations) as motivation for others.

SETTING FUNDRAISING GOALS

Setting a fundraising goal can provide momentum and motivation for giving, but you want a goal that you can reach. Think about setting a goal that you can blow out of the water, encouraging donors with success. The number of donors and number of new donors can also be important metrics when setting goals for GBL.

**On November 9th, Give BIG Headquarters will be located at
Dawson County Annex Building: 200 W 7th St., Lexington**

Give BIG Lexington 2023 Checklist

Task	Deadlines / Timelines
Registration deadline	Aug. 31, 2023
Give BIG Lexington donation site goes LIVE and early donations may be scheduled.	Sept. 15, 2023
Determine how you are going to let people know about your GBL Participation.	Sept. 15 - Oct. 1, 2023
Release information to supporters about involvement in GBL (email, mailer, social media posts, events, etc.)	Oct. 1 - Oct 30, 2023
Create social media posts and eblasts to send during GBL. These can be scheduled ahead of time.	Nov. 1 - Nov. 8, 2023
Post/email to gather support for Thursday. Use links & graphics explaining how to give.	Nov. 7 - Nov. 8, 2023
Be Active & Show Excitement on November 9th!	GBL
Thank supporters through social media and/or media.	Nov. 10, 2023
Receive donor information from LCF.	Dec. 15, 2023
Send a personal "Thank You" for each donation given to you on GBL. It is important to send these Thank You notes promptly.	Dec. 22, 2023
Keep your Mighty Cause donation page up-to-date throughout the year. Contact LCF when you have any content to add or change.	Ongoing

Detailed Checklist

PRE-EVENT | CREATE A PLAN

- **Create a strong giving day page.** Utilize photos and videos to share your message. For example, if you need new windows, show pictures of the broken windows. What did you do with the funds you raised last year? What will you do with the funds you raise this year? Did you come up shy on your fundraising goal? Show how your cause impacts Lexington and connects to the donor.
- **Use social media.** Facebook and Instagram are free tools that can reach a lot of people instantaneously. Use **#GiveBIGLex** to reach more donors. If you don't have social media, create accounts now and begin posting your story and outreach. Make it easy for patrons to find your cause.
- **Let donors know about your participation.** Send e-mails to your list serves, engage your Board of Directors, utilize social media, send letters including donation forms to your current list of supporters, or update your website. Share your giving day page link everywhere!

THE BIG DAY

- **Be visible.** Engage volunteers to collaborate with the Lexington Community Foundation. Plan an event to gain support and donations leading up to and on Give BIG.
- **Post on social media.** Let your supporters know about your involvement. Post your link and use the hashtags. Visibly celebrate your success.
- Bring all donations received to Give BIG Headquarters between the hours of
7:00 am - 7:00 pm on November 9, 2023 at 200 W 7th St., Lexington.

POST-EVENT

- **Post a thank-you the day after Give BIG.** Post a thank you on social media and show your donors you appreciate their support.
- **Send personalized thank-you notes.** LCF will send you a list of your donors by December 15th. Send a personal note to each donor and let them know how their contribution helps your cause. Encourage your Board to help write these.
- **Encourage future support.** Your Giving-Day page is active year-round. Encourage patrons to visit your page throughout the year to learn more about your cause by keeping the information up-to-date.

Tips for Success

1. Post to Social Media. Facebook and Instagram and free tools that reach a large audience quickly. It's a great way to spread your message and encourage others to share it. Posts can be created ahead of time and scheduled for a later date. Don't be afraid to post during evening hours and on the weekends.

2. Use hashtags. #'s are the best way to reach a large group of people interested in the same things. Use the hashtag **#GiveBIGLex** to reach potential donors interested in Give BIG Lexington and surrounding communities.

3. Share your story. Share your unique story and goals on social media. How is your cause making a difference in Lexington and what do you need to be successful? Brag about your cause and what you are doing.

4. Involve your donors. During Give BIG Lexington, encourage your donors to stop by your organization or participate during your events. Let them know why their support is needed with one-on-one conversations.

5. Utilize photos and videos. Photos and videos are the most shared and viewed content, so use them to inspire your donors. Use real-life examples. If your supply closet is nearly empty, show photos of the closet to tell your story.

6. Promote your page. Every cause has its own URL. Share the link to your giving day page on every post you make!

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Single Donation Form

Donation Amount: \$ _____

DEDICATION

In Memory of: _____

In Honor of: _____

DONOR INFORMATION

☐ I would like to make this donation anonymously.

Business/Organization/Group: _____

Name: _____

Street Address: _____

City: _____ State: _____ Zip Code: _____

Email: _____ Phone: (____) _____

☐ Please add me to your mailing list.

PAYMENT INFORMATION

☐ Cash (LCF Verified by: _____)



☐ Check No.: _____ Check Date: _____
(Made Payable to: **LCF - Give BIG Lexington**)

☐ Credit Card: _____ Exp: _____ Code: _____

*For donations presented at the Lexington Community Foundation office.
607 N. Washington, Lexington, NE 68850 Phone: (308) 324-6704*

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