GiveBIG At-A-Glance
To get GiveBIG donations, your nonprofit must reach out to potential donors. This "at-a-glance" plan walks you through the actions for planning a successful GiveBIG campaign.

About GiveBIG
GiveBIG is hosted on the Washington Gives (wagives.org) giving platform that helps individuals, groups, and businesses discover and donate to nonprofits headquartered in or serving Washington State year-round. **GiveBIG 2023 kicks off on April 18 for early giving and will culminate in a 48-hour giving event on May 2–3!**

Register and complete your profile page
- To participate in GiveBIG, register no later than April 28. The earlier you register, the more time you have to access free training and resources and communicate with donors.
- If your organization is already published on Washington Gives, you must renew your registration by March 17 to remain visible on the public website.
- Fill out or update your organizational profile page. At a minimum, add a picture at the top, a campaign goal and matching fund, your mission, a description of your nonprofit, and a story about someone who benefited from your organization. Add at least 4 pictures to the media gallery.

Match
Nonprofits with a matching fund typically raise three times more than those without one. Many donors will filter the listed nonprofits and only donate to those offering a match.
- To create a matching fund, ask board members and regular donors to pledge a donation. Have them hold off on making that donation until an equivalent amount is donated by others.
- Update your realized match throughout the campaign to show progress.
- Even organizations new to fundraising can aim for a matching fund of at least $1,000.
- Promote your matching fund through your social media, email, and newsletters.

Fundraising
Ask supporters to use our fundraisers' toolkit to create a fundraising page. Fundraising pages can be created at any time.
- Encourage them to share the link to their page with their friends, family, and colleagues.
- Check in with and thank your fundraisers throughout the campaign.
**Emails**

- Promote your GiveBIG campaign in your newsletters, including a link to your GiveBIG donation page.
- Compile an email list of donors, current/former board members, former staff, volunteers, and supporters.
- If you do not have an email marketing service, sign up for one of the 7 best free email marketing services.
- Send 3-4 GiveBIG campaign emails. Email is still the most effective way to communicate.
  - Include specific examples of the benefits of your mission, images, quotes, and statistics that encourage donors to support you.
  - Email donors at least once during Early Giving (April 18–May 1) and on the two Giving Days (May 2–3). *Hint: Raising money during the early giving period (the two weeks before the event) can generate positive momentum and set up your organization for success!*

**Social Media**

Produce social media messages that tell your organization’s story to friends and supporters.

- Encourage followers to like, share, and comment. Make sure to always link to your GiveBIG donation page!
- Use #GiveBIG on Twitter, Instagram, LinkedIn, Facebook, and elsewhere!
- Follow and engage with the GiveBIG social media channels:
  - https://www.facebook.com/WAGives
  - https://twitter.com/WAGives
  - https://www.instagram.com/wagives

**Events**

Plan an online event using Facebook Live, YouTube Live, Zoom, Teams, or other streaming services.

Here are some suggested events:

- Invite successful program participants to tell their stories.
- Live stream a performance, speaker, or program.
- Present a fun challenge or contest.
- Embed Facebook and YouTube streams onto your page.

**Stewardship**

Washington Gives handles tax receipting so you can focus on thanking your donors personally.

- **Gratitude!** Recruit board members and/or volunteers to make thank-you calls or send personalized emails or hand-written notes to donors shortly after GiveBIG.
- **Impact!** In these thank you messages, describe how the funds you’ve just received will benefit the people or issue you serve.
- **Celebrate!** Post your donation total and thank your donors on social media.

**Questions?**

Contact the Washington Gives Support Team by filling out this quick form or emailing us at wagives@mightycause.com.