



# At-A-Glance



## 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 a successful GiveBIG campaign.

### About GiveBIG

GiveBIG is hosted on the **Washington Gives** ([wagives.org](http://wagives.org)) giving platform that helps individuals, groups, and businesses discover and donate to nonprofits headquartered or serving Washington State year-round. **The GiveBIG 2024 kicks off on April 23 for early giving and will culminate in a 48-hour giving event on May 7-8!**

### Register and complete your profile page

- To participate in GiveBIG, register no later than April 21. 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 [www.Wagives.org](http://www.Wagives.org), you must renew your registration by April 21 to stay published.
- Fill out or update your organizational profile page: At a minimum, add a picture at the top, set a campaign goal and matching fund, add 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 raise three times more than those without. 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 and email.

### 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 and thank your fundraisers throughout the campaign

## Emails

- Promote your GiveBIG campaign in your newsletters, including a link to your 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 [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 23-May 6) and on the two Giving Days. 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
- Use **#GiveBIG** on Twitter, Instagram, LinkedIn, Facebook, and elsewhere!
- Follow and engage with the GiveBIG social media. Include a link to your donation page
  - <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 thank you messages, describe how the funds 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 email us at [wagives@mightycause.com](mailto:wagives@mightycause.com).