



At-A-Glance



GiveBIG At-A-Glance

To maximize your GiveBIG success, it's essential to engage with potential donors. This at-a-glance plan outlines key steps to help you effectively promote your campaign and inspire generosity. Follow these actions to make the most of GiveBIG!

About GiveBIG

GiveBIG is hosted on Washington Gives (wagives.org), a giving platform that helps individuals, groups, and businesses discover and donate to nonprofits located in or serving Washington State year-round. GiveBIG 2025 kicks off on **April 22** for early giving and will culminate in a 48-hour giving event on **May 6-7!**

Register and complete your profile page

- To participate in GiveBIG, please register no later than May 4. 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 **wagives.org**, you must renew your registration by April 18 to stay published.
- Once you've paid your fee, fill out or update your organizational profile page. At a minimum, add a picture at the top, set a campaign goal and matching fund, and then include your mission, a description of your nonprofit, and a story about how your organization has benefited the community. Add at least 4 pictures to the media gallery.

Match

Nonprofits with a matching fund tend to raise 3x more! Many donors filter their GiveBIG search to support organizations that offer a match, making this a crucial fundraising tool.

- 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 your website.

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 periodically 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. We advise you don't send out more than that. Email is still the most effective way to communicate directly with your donors.
 - 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 22–May 5) and on the two Giving Days (May 6–7). **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! Donors tend to not support organizations that have zero (or near zero) dollars raised beforehand.

Social Media

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

- Encourage followers to like, share, and comment to increase the organic reach of your posts.
- Use **#GiveBIG** and **#ThatGivingFeeling** on Instagram, Facebook, LinkedIn, X, and elsewhere!
- Follow and engage with the Washington Gives social media channels during the GiveBIG campaign. Include a link to your donation page whenever you share our posts.
 - facebook.com/WAGives
 - x.com/WAGives
 - 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 issues 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.