



GiveBIG 2025 Messaging Kit for Nonprofits & the Overall Campaign

Developed in collaboration with consultants
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With assistance from the GiveBIG Nonprofit
2022-2023 Advisory Council

Campaign Headline

Get that GIVING feeling

Overall campaign - Secondary copy

SHORT, USE WHEN SPACE IS RESTRICTED

Get that GIVING feeling

During GiveBIG on May 6-7

Get that GIVING feeling

Be part of GiveBIG on May 6-7

This copy will be used with the GiveBIG logo and will include graphics to provide the context that GiveBIG is about giving to nonprofits.

Overall campaign - Secondary Copy

LONG

Get that GIVING feeling

When you give, good things happen.

LOCALLY FOCUSED:

Get that GIVING feeling

When you give, good things happen in Washington.

Get that GIVING feeling

When you give, good things happen in Mukilteo.

Get that GIVING feeling

When you give, good things happen in your community.

Overall Campaign - Overarching Message

FOR USE ON WEBSITE, PRINTED MATERIAL, RADIO SPOTS, ETC.

There's a good feeling we get when we show up for others, whether it's a family member, a neighbor, or a local nonprofit we care about.

And it's not just about "good feels" — volunteering or donating money to support nonprofit groups helps everyone in the community. From Puget Sound to the Palouse, the Cascades to the Columbia River, great things happen for everyone when you give what you can.

That's what GiveBIG (May 6-7) is all about.

Overall Campaign Calls to Action

USE WITH A LINK TO THE WEBSITE

Get that GIVING feeling

Get that GIVING feeling – Discover & Donate

Get that GIVING feeling – Donate now! [or today]

Visit GiveBIG

Donate now

Hashtags

FOR OVERALL CAMPAIGNS & NONPROFITS

#GiveBIG

#ThatGivingFeeling

#SaidEveryone (post-campaign)

Overall Campaign - During the Campaign

OPTION A

What a GREAT feeling, knowing we can come together to support nonprofits that serve our communities, steward the environment, create art, and improve ALL of our lives.

YOU can get that great feeling too. Donate now!

OPTION B

Can you feel that? That's the collective good feeling of more than XX,000 people across Washington who have come together to donate \$XXM to xx nonprofits. Keep the good feeling going.

Donate now and encourage others to join you!

Overall Campaign - After the Campaign

OPTION A

What a GREAT feeling, knowing we came together to support the nonprofits in Washington that do the important work of serving our communities, stewarding the environment, creating art, and improving ALL of our lives. We can all feel good about GiveBIG's success.

OPTION B

Can you feel that? That's the collective good feeling of more than XX,000 people across Washington State who helped raise more than \$XXM for nonprofits and their communities during GiveBIG.

Thank you messages

Thank you, Washington.

You helped GiveBIG raise \$XXM for XX nonprofits!

Doesn't that feel good?

You helped GiveBIG raise \$XXM for XX nonprofits.

We feel pretty good about that.

You helped GiveBIG raise \$XXM for XX nonprofits.

Nonprofit Messages - During the campaign

NONPROFITS CAN USE THESE MESSAGES TO HIGHLIGHT THEIR ORGANIZATION AND AS A JUMPING-OFF POINT FOR THEIR CAMPAIGN MESSAGES ABOUT THE IMPACT OF THEIR SERVICES.

SHORT WITH ORGANIZATION NAME

Get that **GIVING** feeling

Make good things happen at the [Nonprofit].

LONG WITH ORGANIZATION NAME

Get that **GIVING** feeling

Giving makes you feel good and makes good things happen at the [Nonprofit].

ISSUE-FOCUSED, USE WITH ORGANIZATION LOGO OR FOLLOW WITH ORGANIZATION NAME

Get that **GIVING** feeling

When you give, good things happen for [Kids, seniors, the environment, dogs, students, singers, etc.]

Nonprofit Messages - After the campaign

Thank you, [Washington or local community]

You helped [Organization Name] raise \$XX during GiveBIG.

Doesn't that feel good?

You helped [Organization Name] raise \$XX during GiveBIG for [services/population served].

We feel pretty good about that.

You helped [Organization Name] raise \$XX during GiveBIG for [services/population served].

Overall Campaign & Nonprofits:

“Said Everyone” Social Campaign

USE TO ANNOUNCE EARLY GIVING RESULTS, AFTER DAY 1 AND 2, AND AT THE END OF THE MONTH WHEN TOTAL RESULTS ARE TALLIED.

“It felt GOOD to give!”

— *said everyone*

“I’m so glad I gave!”

— *said everyone*

“I feel GOOD!”

— *said everyone*

“Who knew giving a little could be such BIG fun?”

— *said everyone*

“My 25,000 friends and I had a blast!”

— *said everyone*

Nonprofit versions:

“Who knew giving to [Nonprofit] could be such BIG fun?”

— *said everyone*

“I’m so glad I gave to [Nonprofit]!”

— *said everyone*