



GIVE 65SM

hope for seniorsSM

PROJECT PLAYBOOK

A Program of



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Welcome to the GIVE65 Project Playbook!

This playbook provides some suggested strategies and resources to help launch a successful GIVE65 Project on the GIVE65 crowd-fundraising platform. GIVE65 was created to help nonprofit organizations serving seniors raise funds online in support of programs and services that create hope for seniors in need. To that end, we would encourage the use of a variety of methods to help spread the word and generate a buzz in your community about your nonprofit's fundraising project on GIVE65.

The Playbook's content includes:

- Sample Press Releases & Media Library (p. 3)
- Special Considerations (p. 3)
- Social Media Tips (p. 4-6)
- Sample Social Media Content (p. 7-8)
- Sample Emails (p. 9-11)
- Suggested Promotional Timeline (p. 12)

To help create excitement for your nonprofit organization's project, your promotional activities should ideally begin at least a few weeks in advance of the project's start. Home Instead Senior Care Foundation is honored to assist with this effort. More importantly, the Foundation is looking forward to a successful campaign that will bring greater visibility and funding to nonprofit organizations dedicated to caring for seniors. Good Luck!

Home Instead Senior Care Foundation

Since 2003, the Foundation has been helping less fortunate and vulnerable aging adults. The Foundation has granted nearly \$2 million to nonprofit organizations serving seniors in the United States and Canada. The mission of the Foundation is to enhance the lives of aging adults and those who care for them. The generosity of the Foundation is made possible by Home Instead, Inc. and donations from the general public.

If you have any questions about GIVE65, please contact:

Jenny Strako, Operations Director
Home Instead Senior Care Foundation
Email: jenny.strako@HomeInsteadFoundation.org
Direct: 402.575.5958

PRESS RELEASES & MEDIA LIBRARY

Home Instead Senior Care Foundation has provided a press release template, flyer template and graphics that can be used to help promote your nonprofit organization's GIVE65 Project.

Find them on the Toolkit for Nonprofits page at:

<https://www.give65.org/content?cmsID=69>

SPECIAL CONSIDERATIONS

Please note that this Playbook's content is being provided for the reader's general reference purposes only; it is not intended and should not be construed as tax, legal, financial or other advice. Any questions of these natures should be directed to the reader's applicable advisor. In regards to social media, any use of Facebook, Twitter or any other social media tool must comply with the applicable terms of use. In regards to emailing donors (actual or potential), any use and sending of the sample emails must comply with all applicable laws and may require adjustments to ensure such compliance.

The Home Instead Senior Care Foundation is not legally affiliated with Home Instead, Inc. or any of the independently owned and operated Home Instead Senior Care franchise businesses.

Participation in any GIVE65 Project and use of the GIVE65 platform is contingent upon your nonprofit organization's acceptance of the Terms of Use found at <https://www.give65.org/termsOfUse>.

SOCIAL MEDIA TIPS

Social media can be an effective tool to reach a broad audience. Using social media to promote your project will likely help in your fundraising efforts. The Foundation recommends using Facebook and Twitter leading up to the project launch and throughout the fundraising period. When using social media to promote a project, participants are encouraged to develop a social media plan and identify a point person to manage these efforts.

Your unique project link. Your nonprofit organization's communications should ideally share the link to its GIVE65 Project page where followers can visit to make their online donations. Ideally, this link should be accessible and visible.

TIP: Do not link to the GIVE65 home page! That puts the burden of finding your project page on the user. Instead, make it easy for the user by linking *directly* to your project page.

Progress reports. Your nonprofit organization has the ability through the use of social media to update its followers on the progress towards accomplishing its goal. Keeping your followers informed can help generate greater giving and build excitement.

Say “thank you.” Regularly share your appreciation by posting or tweeting a thank you message to those who made a donation. Even if the goal is not yet achieved, messages of gratitude should be published throughout the campaign to let your nonprofit organization's followers know how much their participation is valued.

Facebook Ads. Consider asking local supporters of your nonprofit organization to make a small investment to promote the charitable giving event through Facebook advertising. This may help broaden the fan base.

TIP: Consider promoting a post that already has engagement around it.

Heartfelt Stories. Don't forget about your nonprofit organization's story in the excitement of the fundraising project. Participating nonprofit organizations should share quotes, stories, and photos (with the subject's prior consent) of their good work while asking their contacts to participate in the fundraising project. Where possible and permitted, consider using these stories in email communications. Ask local supporters to share your nonprofit's heartfelt stories on their Facebook page as well.

SOCIAL MEDIA

FACEBOOK TIPS

Use your resources! Ask your board members, staff, volunteers and people you know to “like” your nonprofit organization’s Facebook page. Encourage them to “share” and “like” its posts – their support helps to increase the visibility of the campaign and spread the message to a broader audience.

Say cheese! Use pictures on your nonprofit organization’s Facebook page to tell the story and get people excited about participating.

- Photos on Facebook cannot be linked, so your nonprofit organization should include a relevant message and a link to its GIVE65 Project page in the photo description.
- Be as authentic as you can in the Facebook photos of the work your nonprofit organization does. Do not use stock imagery -- it could seem inauthentic to users.
- Consider using inspiring quotes (relevant to what your nonprofit organization does) as another way to engage its audience.
- Don’t overuse hashtags on Facebook; use them in a limited fashion. To that end, using the #GIVE65 hashtag would be appropriate.

SOCIAL MEDIA

TWITTER TIPS

Post and tweet often. The suggested promotional timeline (page 12) includes frequency recommendations for your nonprofit organization's posts and tweets throughout the timeline of your project. Sample content is also included in this playbook for your nonprofit organization's consideration and customization as you develop any related communications.

Hashtag tips:

- Use the #GIVE65 hashtag on Twitter— this will help you track your nonprofit organization's campaign and can help the project gain more visibility.
- Consider using an existing #hashtag for your city or community
- Try to limit #hashtag use to two per post (use three at most)
- Consider using an additional hashtag to pair with #GIVE65, such as a news relevant hashtag (when appropriate), or any of the following:

Hashtags relevant to your cause, such as:

#aging
#senior
#wellness
#caregiving

Hashtags that spark social good, such as:

#causes
#donate
#change
#nonprofit
#DoGood
#charity
#fundraising
#philanthropy
#SocialGood

SAMPLE SOCIAL MEDIA CONTENT FOR PARTICIPATING NONPROFIT ORGANIZATIONS

NOTE: Replace **highlighted areas** with the appropriate content for your nonprofit organization. While these posts have been optimized to work within Twitter's current 140-character limit, you may need to adjust the wording if you replace any of the words. Both spaces and punctuation count toward the 14-character limit.

If your nonprofit organization is receiving matching funds for its GIVE65 Project, consider content such as:

Save the date! From **[insert dates of your project]**, we're raising money on GIVE65.org for **[insert cause]**—help us reach **[\$[insert matching \$ amount]** in matching funds

Our #GIVE65 fundraising project just launched! Double your donation at **[insert project URL]**

You've helped us raise **[\$[insert dollar amount]** so far! **[insert number of days left]** more days to reach our **[\$[insert matching \$ amount]** goal for #GIVE65 matching donations! Give now: **[insert project URL]**

We have raised **[\$[insert dollar amount]** with only **[insert number of hours or days left]** **[insert "hours" or days"]** to reach our **[\$[insert dollar amount]** goal for #GIVE65 matching donations! Give now: **[insert project URL]**

General Content:

Only **[insert number of days left]** days until our online fundraising project benefiting **[insert cause]** launches on GIVE65.org

Your donation to our #GIVE65 project will help bring hope to seniors in **[insert nonprofit location]**! Donate at **[insert project URL]**

We are almost to our **[\$[insert dollar amount]** goal! Please support our efforts to **[insert cause]** at **[insert project URL]** #GIVE65

How many **[insert reference to name of city's residents; e.g., New Yorkers]** can we get to support our #GIVE65 Project? Even \$10 helps—donate at **[insert project URL]** #GIVE65

Thank You Content:

A great big thank you to everyone who has donated so far. It's not too late. We have until 11:59 PM CST! Give at **[insert project URL]**

We did it! A huge thanks to our donors for their generous support! We raised **[\$[insert dollar amount]** on GIVE65.org to help seniors in our community

You helped us reach our goal and double our donations, raising **[\$[insert dollar amount]** on GIVE65.org to help seniors in our community!

Thanks to our donors for their generous support! You helped raise **[\$[insert dollar amount]** on GIVE65.org to help seniors in our community

If you have any questions related to social media, you can contact Kathy Miske, Administrative Coordinator with Home Instead Senior Care Foundation, at kmiske@homeinsteadfoundation.org or 402.575.5980.

SAMPLE SOCIAL MEDIA CONTENT (cont.) FOR BUSINESSES SUPPORTING A LOCAL NONPROFIT

NOTE: Replace **highlighted areas** with the appropriate content for your nonprofit organization. While these posts have been optimized to work within Twitter's current 140-character limit, you may need to adjust the wording if you replace any of the words. Both spaces and punctuation count toward the 14-character limit.

Matching Funds Content:

[insert nonprofit organization's name]'s #GIVE65 fundraiser just launched!
Double your donation at [insert project URL]

General Content:

We're helping [insert nonprofit organization's name] raise funds for [insert cause]—donate at [insert project URL]

[insert nonprofit organization's name] is almost to its \$[insert dollar amount] goal!
Please visit [insert project URL] to support it #GIVE65

How many [insert name of city's residents; e.g., New Yorkers] can we get to support [insert nonprofit organization's name]? Even \$10 helps—donate at [insert project URL] #GIVE65

Thank You Content:

A huge thanks to all the donors who helped raise \$[insert dollar amount] on GIVE65.org for [insert nonprofit organization's name] to help seniors in [insert city name]

Thanks to all donors for their support! You helped raise \$[insert dollar amount] on GIVE65.org for [insert nonprofit organization's name] to help seniors in our community

If you have any questions related to social media, you can contact Kathy Miske, Administrative Coordinator with Home Instead Senior Care Foundation, at kmiske@homeinsteadfoundation.org or 402.575.5980.

SAMPLE EMAIL #1

For consideration by participating nonprofit organizations receiving matching funds

SUBJECT:

Double your donation to [insert nonprofit organization's name]!

MESSAGE:

GIVE65SM, a program of Home Instead Senior Care Foundation, allows nonprofit organizations like ours to raise funds online to help seniors in our local community.

For nonprofits with only a sponsor providing matching funds:

[insert nonprofit organization's name] is so excited to be selected to receive matching funds of up to \$[insert dollar amount] on the GIVE65.org site from [insert name of sponsor].

For nonprofits with both a sponsor and a local supporter:

[insert nonprofit organization's name] is so excited to be selected to receive matching funds of up to \$[insert dollar amount] on the GIVE65.org site from [insert name of sponsor], along with the promotional support of [insert name of supporter].

Our online fundraising project will be accepting donations between [insert GIVE65 Project dates].

Donations will be accepted on our project page at the GIVE65 site:

[insert project URL].

Double your donation!

We need your help to meet (and, hopefully exceed!) our goal of \$[insert goal amount], so we may receive GIVE65 matching funds generously sponsored by [insert name of sponsor].

Sincerely,

[insert nonprofit contact name, contact info and logo]

SPONSORS: Sponsors provide matching funds to a fundraising project. Sponsors could include: the GIVE65 Incentive Fund, a national or local business, or a local Home Instead Senior Care franchise.

SUPPORTERS: Supporters provide promotional support to a fundraising project. A supporter might be a local business, such as a local Home Instead Senior Care franchise.

SAMPLE EMAIL #2

For consideration by participating nonprofit organizations using the site without matching funds

SUBJECT:

Make a Difference for Seniors Right Here in [insert city or community name]

MESSAGE:

[insert nonprofit organization's name] is excited to be launching a fundraiser on GIVE65.org! GIVE65, a program of Home Instead Senior Care Foundation, allows nonprofit organizations like ours to raise funds online to help seniors in our local community.

Our online fundraising project will be accepting donations between [insert GIVE65 Project dates].

Donations will be accepted on our project page at the GIVE65 site:

[insert project URL].

Even a \$10 donation makes a difference!

We need your help to meet (and, hopefully exceed!) our goal of \$[insert goal amount]. The funds we raise on GIVE65 will [explain what funds will provide or make possible].

Sincerely,

[insert nonprofit contact name, contact info and logo]

SAMPLE EMAIL #3

For consideration by a participating local business

SUBJECT:

Help us support seniors in need in **[insert city or community name]**

MESSAGE:

What a great way to show your community pride!

[insert business name] is excited to announce our support of **[insert name of nonprofit organization participating in GIVE65 Project]** in its efforts to receive matching funds of up to \$**[insert dollar amount]** on the GIVE65.org site, a program of the Home Instead Senior Care Foundation.

The special online fundraising project will last from **[insert dates]**.

Your online donations will benefit **[insert nonprofit organization's name]**, a local nonprofit organization dedicated to caring for seniors in our community.

You can show your heart for seniors in our community by making your online donation at GIVE65.org:

[insert project URL].

[insert nonprofit organization's name] needs our help to bring hope to seniors in our community.

Sincerely,

[insert business owner's name and business name]

SAMPLE PROMOTIONAL TIMELINE

| | | |
|--|---|--|
| <p>PREP 2 weeks leading up to project launch</p> | <p>Facebook 1x Twitter 2-4x</p> | <ul style="list-style-type: none"> • Complete setup of nonprofit donation page on GIVE65 platform • Finalize any donor email contact lists • Determine who will manage the social media posts • Determine who will manage the email communications • Review the Playbook provided by Home Instead Senior Care Foundation • Begin talking with contacts about the GIVE65 project at meetings and events • Notify Board members and encourage participation • Send email: save the date • Secure at least 10 donors who will give at midnight or during the first hour of giving • Share the leave-behind flyer provided in the Toolkit for Nonprofits with contacts |
| <p>Week 1: LAUNCH 1st week of month</p> | <p>Facebook 3x Twitter 4-6x</p> | <ul style="list-style-type: none"> • Send email: announcement • Schedule meetings with possible donors |
| <p>Week 2: PROMOTE 2nd week of month</p> | <p>Facebook 2x Twitter 6-8x</p> | <ul style="list-style-type: none"> • Send email: announcement • Make targeted phone calls to possible donors • Send an email to the Board and encourage members to share their message with friends to encourage greater giving |
| <p>Week 3: PROMOTE 3rd week of month</p> | <p>Facebook 3x Twitter 8-10x</p> | <ul style="list-style-type: none"> • Send email: double your donation • Draft thank you letter to send to donors |
| <p>Week 4: FINAL WEEK Last week of month</p> | <p>Facebook 4-6x Twitter 10-20x</p> | <ul style="list-style-type: none"> • Send email: 1) [insert number of days left] days left; 2) help us reach our goal • Check in with Board members and remind them to do their part • Use #GIVE65 to amplify your nonprofit's social media activity |
| <p>Week 5: THANK YOU 1st week of month following</p> | <p>Facebook 1-2x Twitter 3-5x</p> | <ul style="list-style-type: none"> • Send email: report outcomes (total raised) and give a big thank you • Share pictures of your staff celebrating outcome of fundraiser (include sponsoring local business if appropriate and with their permission) • Share pictures of the seniors & programs who will benefit from the funds (with their permission) |
| <p>Week 6: REPORT 2nd week of month following</p> | <p>Facebook 1x Twitter 2-3x</p> | <ul style="list-style-type: none"> • Using thank you themed messaging, send thank you letters to donors (participating nonprofits will receive a list from Home Instead Senior Care Foundation) • Send a press release to local media • Watch for the fundraising proceeds check from Home Instead Senior Care Foundation |