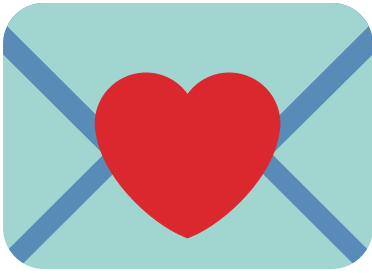




# SAN DIEGO GIVES

COMMUNICATIONS TOOLKIT



# EMAILS

Consider these a helpful guide when communicating about San Diego Gives within your own nonprofit, to your professional network, and to your donors. Feel free to customize to make sure they sound like YOU.

**Sharing that the nonprofit application period is open:**

*Subject line – Exciting project (local giving day)*

I hope you're well! I'm reaching out because I wanted to share an exciting project I've been working on. [Org name] has partnered with hundreds of other local nonprofits to create the first-ever local giving day, called San Diego Gives, on September 8, 2022. The goal of this 24-hour fundraiser is to create a movement of local giving, and to shine a light on the tremendous work of the nonprofits in our community.

I thought this might be something your organization would be interested in joining. Applications are open from March 1-May 30. There's a registration fee to help cover our costs in setting this up, between \$25-100. The giving day itself is being run and managed online through MightyCause, an online crowdfunding platform that makes participating incredibly easy.

You can learn more about San Diego Gives and apply on the website: [www.sandiegogives.org](http://www.sandiegogives.org). I'm happy to answer any questions, or feel free to email [info@sandiegogives.org](mailto:info@sandiegogives.org).

Thank you!



## Donor introduction to San Diego Gives

*Subject line – What if we all gave on one day?*

What if we all gave on one day? We can! On Thursday, September 8th, our community will come together for 24 hours of unprecedented philanthropy for the first-ever San Diego Gives. This online fundraiser will celebrate and support the work of local nonprofits committed to impacting the greater San Diego area.

[Organization Name], is excited to be a part of this local giving day. You can continue to ensure [Cause] by saving the date and making a donation online on September 8th at [Link to Organization Page].

We all know how important it is to eat local and shop local. Now, join the movement to GIVE local. Find out more by visiting San Diego Gives and remember – September 8th, 2022 is the day to give!

## Reminder to donors (2 weeks before giving day)

*Subject line – Let's give together!*

Every day, [Organization Name] works to [mission/cause]. On September 9th, we are celebrating the incredible generosity here in San Diego County as part of San Diego Gives. By giving just \$10, you can strengthen [specific mission/cause].

What: Support [Organization Name] during San Diego Gives

When: September 8th

Where: Online at [Link to Organization Page]

Why: To help the community we know and love

Mark your calendar for September 8th! Early donations are open, so if you'd like to give now, all donations count toward our San Diego Gives totals. Thank you for your continued investment in our community. What better return could there be than a happy and healthy San Diego County?

## Donor reminder (1 week before)

*Subject line – Be a hero and support **[mission/cause]***

We are just 1 week away from the first annual San Diego Gives. On September 8th, **[Organization Name]** will be part of an incredible group of local nonprofit organizations coming together for this special day of giving. Your donation will make a difference, and [insert compelling impact statement]!

What: Support **[Organization Name]** during San Diego Gives

When: September 8th

Where: Online at **[Link to Organization Page]**

Why: To help the community we know and love

Mark your calendar for September 8th! Early donations are open, so if you'd like to give now, all donations count toward our San Diego Gives totals. Please forward this email on to anyone interested in supporting local people – and local causes. Thank you for being part of the #GiveLocal movement!

## Reminder to donors (1 day before)

*Subject line – Love **[Cause/Mission]**?*

Tomorrow, September 8th, our community will come together for a special 24-hour online fundraiser called San Diego Gives. **[Organization name]** is thrilled to take part in this local day of giving. Can you help us reach our [goal \$\$] goal before tomorrow at midnight?

Because of you, **[share impact metrics]**. Please ensure this important work can continue for days and years to come, by donating online **[Link to Organization Page]** on September 9th.

The power of community cannot be underestimated. Thank you for your continued generosity and support!

## Donor reminder (morning of giving day)

*Subject line – Ready, Set, Give!*

Today is the day – San Diego Gives is here! We are on our way to raising **[\$GOAL]** in 24 hours. Will you help us reach our goal?

Click here to make a donation >> [\[Link to Organization Page\]](#)

Because of generous San Diegans like you, **[impact metric/mission]**.

Thank you for your support!

## Donor reminder (evening of giving day)

*Subject line – Just a few hours left!*

There are just hours left to join the #GiveLocal movement as part of San Diego Gives. Just one day will keep organizations like **[Organization name]** going strong all year long. We have raised **[current \$\$ raised]** of our **[\$\$ goal]** goal.

Click here to make a donation >> [\[Link to Organization Page\]](#)

By giving today, you will ensure **[cause/mission]**.

Thank you for your investment in the San Diego community!

## Email Best Practices

There are three basic phases to an email marketing campaign for San Diego Gives: **Build-up**, **day-of**, and **follow-up**.

**Build-up:** The build-up phase of your campaign includes a “Save the Date” or introduction email, any email reminders you sent out in the week and days before the event, as well as including a San Diego Gives reminder on any email blasts you send out after your first San Diego Gives email.

You should make sure to weave San Diego Gives into all of your communications. Include a “Save the Date” in your e-newsletter, stick it at the bottom of any email blasts. Repetition is the key to making something stick in people’s minds. The more you repeat that San Diego Gives is on September 8th , the more likely they are to remember it.

**Day-of:** Email is going to be important on San Diego Gives! Nonprofits typically see great returns with a well-considered San Diego Gives email campaign. At a minimum, consider sending these emails:

- Kick-off email at midnight
- Another email at the start of the workday
- Mid-day check-in and CTA to donate
- Evening email with totals and CTA to donate
- An evening check-in and CTA to donate

**Follow-up:** The most important part of any fundraising campaign is closing the loop and setting the stage for your next effort. San Diego Gives will send each donor an email with their tax receipt and the custom thank you message your nonprofit creates, but we recommend following up with all of your donors.

Plan on at least one email the day after San Diego Gives. Thank your donors for helping you reach your goal. Tell them how much you raised and how it will be used. Something special, like an email from the Executive Director, will show your appreciation and keep your donors engaged.



# BLOG POST

If your organization has a blog or news section, this post can be a great way to share about San Diego Gives! Be sure to add in a compelling quote and to customize to your unique brand voice.

**Headline:** **ORG NAME** joins first annual San Diego Gives

**Body copy:**

**Org name** is so excited to be part of San Diego Gives. This is the first annual day of giving for San Diego County, and 100% of all money raised will stay local to help the community we know and love. Be sure to save the date for September 8, 2022!

We all know how important it is to eat local and shop local – we are excited to join the movement to GIVE local. This special day will shine a light on the tremendous work of nonprofit organizations throughout San Diego County, and connect people to the local causes they care about most.

Here's how it works. San Diego Gives is a 24-hour online fundraiser. More than 100 nonprofits are participating. To be approved, each organization needed to meet the following criteria:

1. Demonstrate a commitment to serving the greater San Diego area, responding to the needs of the community with a local-first approach, and making a tangible impact.
2. Represent a variety of populations and causes served by your programs and services, including but not limited to age, race, zip code, and diverse communities, and create an environment of equity and inclusion.
3. Present a compelling appeal to donors, commit to keeping all funds raised in the greater San Diego area, and have a proven track record of fiscal responsibility.

**Quote from the ED about why you are participating in SD Gives.**

You can support org name on September 8th by visiting our page at **[insert San Diego Gives profile URL]**. Thank you for being part of this special day!

# Social Media



**Follow us!**



**@SanDiegoGives**



**If you really like us,  
let's make it official.**



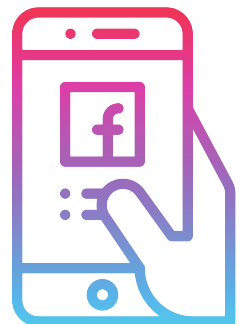
**Join the conversation  
by using the hashtags  
#SanDiegoGives,  
#ThisIsSD & #GiveLocal**



# Sample Language

## Facebook:

- We've joined the #givelocal movement. @San Diego Gives is a 24-hour online fundraiser on September 8th, connecting San Diegans to the causes they care about. Learn more at [sandiegogives.org](https://sandiegogives.org). #sandiegogives
- We are proud to join @San Diego Gives, a special day of giving, dedicated to supporting and strengthening local nonprofits like ours! Join us online on September 8th. #sandiegogives, #givelocal
- Eat local, shop local – and now join the movement to #givelocal. Join us on September 8th for the inaugural @San Diego Gives, a day of giving to support local nonprofits. Learn more at: [sandiegogives.org](https://sandiegogives.org) #sandiegogives
- September 8th, the #givelocal movement begins! Join us online for @SanDiegoGives. Find out more at [sandiegogives.org](https://sandiegogives.org) #thisisSD #sandiegogives2022
- @San Diego Gives is just [insert timeline, e.g. one day, one week, one month] away. Join the #givelocalmovement. Learn more at [sandiegogives.org](https://sandiegogives.org).
- @San Diego Gives is a special day of giving devoted to strengthening nonprofits across San Diego County. And we've joined the cause! Join us for this online event on September 8th. #givelocal #sandiegogives
- At a time when we are all emerging from the impact of the pandemic, generosity is what brings people of all races, faiths, and political views together across San Diego County. Generosity gives everyone the power to make a positive change in the lives of other San Diegans, and is a fundamental value anyone can act on. Join us on September 8th. Learn more at [sandiegogives.org](https://sandiegogives.org)



## Twitter:

- We are proud to be a part of @SanDiegoGives. Join the #givelocal movement on September 8th. Learn more: [sandiegogives.org](http://sandiegogives.org) #thisisSD
- At [insert org name here] we are proud to be a part of @SanDiegoGives! A special, one day of giving to support local nonprofits. Learn more at [sandiegogives.org](http://sandiegogives.org) #givelocal #sandiegogives
- .@SanDiegoGives is just [insert timeline, e.g. one day, one week, one month] away. Join the #givelocal movement. Learn more: [sandiegogives.org](http://sandiegogives.org)
- Eat local, shop local, and now join the movement to #givelocal. @SanDiegoGives, a 24-hour online event, happens on September 8th. Learn more: [sandiegogives.org](http://sandiegogives.org)
- September 8th, the #givelocal movement begins! Find out more about @SanDiegoGives: [sandiegogives.org](http://sandiegogives.org) #thisisSD
- On September 8th, make a difference in the mission-critical services of nonprofits impacting our community. @SanDiegoGives is a 24-hour online event connecting San Diegans to the causes they care about. #givelocal



**#SanDiegoGives**

**#ThisIsSD**

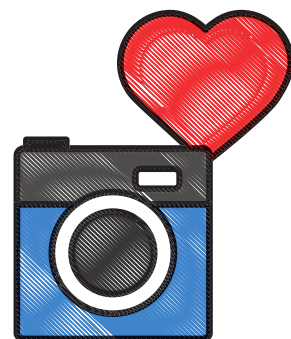
**#GiveLocal**

## Instagram:



TIP: Consider sharing emotional images that show how your nonprofit makes an impact in our community.

- We've joined the #givelocal movement. @SanDiegoGives is a 24-hour online fundraiser on September 8th, connecting San Diegans to the causes they care about. Learn more at [sandiegogives.org](https://sandiegogives.org). [Link in profile] #sandiegogives
- We are proud to join @SanDiegoGives, a special day of giving, dedicated to supporting and strengthening local nonprofits like ours! Join us online on September 8th. #sandiegogives #givelocal
- @SanDiegoGives is just [insert timeline, e.g. one day, one week, one month] away. Join the #givelocalmovement. Learn more at [sandiegogives.org](https://sandiegogives.org)



# LinkedIn:



- At [\[insert org name here\]](#) we are excited to be a part of the inaugural @San Diego Gives. Join the #givelocal movement on September 8th. Learn more about this special day of giving at [sandiegogives.org](https://sandiegogives.org) #sandiegogives
- @San Diego Gives is just [\[insert timeline, e.g. one day, one week, one month\]](#) away. Join the #givelocalmovement. Learn more at [sandiegogives.org](https://sandiegogives.org)
- Eat local, shop local – and now join the movement to #givelocal. Join us on September 8th for the inaugural @San Diego Gives, a day of giving to support local nonprofits. Learn more at: [sandiegogives.org](https://sandiegogives.org) #sandiegogives
- We've joined @San Diego Gives to shine a light on the tremendous work of local nonprofit organizations throughout San Diego County. Join us on September 8th for this special 24-hour fundraiser. Click here [\[link to page\]](#) to support our efforts to [\[mission/cause\]](#). #givelocal #sandiegogives

# Group Fundraising Pages



This year, San Diego Gives is providing community supporters the opportunity to set up group giving pages. These pages that are quick and easy to set up will allow for your company, church group, Girls Scouts troop or any other group to group fundraise. You can set up the page within minutes, choose which nonprofits you want to support, and send it out to your group.

Find the toolkit here:

<https://www.sandiegogives.org/giving-events/sd22/business toolkit>