



SAN DIEGO GIVES



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To make San Diego Gives marketing easy and seamless for participating nonprofits, we've put together a variety of resources for your use. While San Diego Gives and United Way of San Diego County will promote the Day of Giving and the Day of Service to the broader public, there are many organizations a donor can explore on www.sandiegogives.org. To ensure donors can find your organization and position your campaign for success, we encourage you to develop a strong communications strategy.

The following pages contain social media graphics, sample copy for social posts, editable templates, and logos available for download. The use of these resources will keep messaging consistent and make promotion stress-free!



Project Background

San Diego Gives is a year-round program that promotes nonprofit sustainability and support, and donor education. In 2023, efforts will culminate with an online, region-wide Day of Giving on September 7th, followed by a Day of Service on September 8th.

What is the Day of Giving?

Now in its third year, the Day of Giving shines a light on local, pressing needs and the impactful responses of our nonprofit community via robust communications, an interactive website, volunteer opportunities, and an online crowdfunding campaign. All funds raised remain in San Diego to bolster our region. Last year, \$1,008,674 was raised for 327 nonprofits and thousands of donors were engaged, with many making first-time gifts.

San Diego Gives benefits participating nonprofits by:

- Providing funding and volunteer support.
- Obtaining media attention from local news outlets and podcasts covering the campaign.
- Attracting new donors and volunteers in cost-effective ways.
- Offering a strong network that provides the opportunity to meet, learn, and share best practices with other San Diego-based nonprofits organizations.
- Providing individual mentoring and 35+ experiential personal and professional development opportunities through San Diego Gives University.
- Utilizing a user-friendly giving and donor acknowledgement platform, freeing up valuable time.

What is the Day of Service?

We've partnered with United Way of San Diego County to offer a Day of Service on Friday, September 8th, 2023, following San Diego Gives' Day of Giving. Volunteers can give back to the community by participating in a service project that will support a local nonprofit organization. The San Diego Gives Day of Service will call upon corporate partners and community members throughout San Diego County to join together on one day to make a positive impact in our community!

Questions?

Please contact Mitch Price (mitchell@leichtag.org) or Sharyn Goodson (sharyn@leichtag.org).



Email

San Diego Gives' email communications include message templates that build interest prior to the Day of Giving and Day of Service start, encourage participation day-of, and build strong relationships with dedicated follow-up. Please use these messages as a guide and adjust to your organization's voice and audience. Please note that variables will need to be edited, such as headers, sub headers, body copy, photos, and hyperlinks so that the final layout looks correct. Below is sample text to use in communications for San Diego Gives. Please customize to best meet your organization's style. It is recommended that you send the emails in the order provided.

Best Practices:

- Send a test email to yourself in order to ensure all links work and that images/ text are displayed correctly.
- Personalize your emails with recipients' first name if your email software allows.
- Ensure that the email displays correctly on both desktop and mobile devices.
- **Build-up:** In this phase, we encourage you to include terms such as "Save the Date", and send an introduction email and pre-event email reminders. Weave San Diego Gives messages into planned communications, including newsletters and emails. Repetition is the key to donors resonating with messages.
- **Day-of:** Email is essential to Day of Giving success. Plan to send a kick-off email at midnight as well as emails at the start of workday, mid-day, and in the evening. All should have calls to action, prompting donors to give.
- **Follow-up:** Build relationships with San Diego Gives donors through careful follow-up. Once a donor makes a gift, Mightycause will email a donation tax receipt and the customized thank you message created by the nonprofit. Plan to also send at least one email the day after San Diego Gives, on September 8, to thank donors for helping you reach your goal. Share the total amount raised by your organization and how funds will be used. Have the note come from your organization's leaders to add to donors' sense of appreciation. It is also critical to thank volunteers for supporting your organization with their time and talent on September 8, the Day of Service.

Sample Emails:

Below is sample text to use in communications for San Diego Gives. Please customize to best meet your organization's style.

San Diego Gives – Donor Introduction Email Option 1

Subject Line: What if we all donated on one day?

Email Body:

What if we all gave back to our San Diego County community on one day? With the help of San Diego Gives, we can! On Thursday, September 7th, our community will come together for 24 hours of unprecedented collective



philanthropy through San Diego Gives. By contributing, you are joining the movement to support the work of local nonprofits responding to our area's greatest needs. We can also help you get connected to curated volunteer opportunities. The brand-new Day of Service, on September 8th, offers a way to give your time and talent by volunteering with a service project of your choice. Help strengthen and support San Diego County nonprofit organizations like ours.

Call to Action: Join the movement for a stronger San Diego County! Visit sandiegogives.org to learn more.

San Diego Gives – Donor Introduction Email Option 2

Subject Line: What if we all donated on one day?

Email Body:

[Organization name] is excited to be part of San Diego Gives' local giving day. Join us to help ensure that we can continue to pursue our important mission of [insert organization mission]! Save the date and donate online on September 7th at [link to organization page] to join the movement. *[(Insert the following copy if your organization is participating in the San Diego Gives Day of Service) Are you looking for a hands-on volunteer opportunity? On September 8th, we are partnering with United Way of San Diego County for a Day of Service, where volunteers from across the county will join together to make a collective impact.]*

Call to Action: Visit [insert organization San Diego Gives Link] and join our movement to build a better San Diego!

San Diego Gives – Donor Introduction Email Option 3

Subject Line: What if we all donated on one day?

Email Body:

We all know how important it is to support our region by eating and shopping locally. Now, you can join the movement to GIVE locally. Find out more by visiting San Diego Gives at www.sandiegogives.org and remember to mark your calendars for our Day of Giving on September 7th and brand-new Day of Service on September 8th!

Call to Action: Learn more!



Donor Reminder Email

Send Date: Start of Early Giving on August 17th

Subject Line: Let's Give Together!

Email Body:

Join us for a countywide Day of Giving on September 7th! Every day, [Organization Name] works to fulfill its mission of [Organization Mission], and is a proud member of San Diego Gives, a network of over 300 San Diego-based nonprofits. Now in its third year, the Day of Giving shines a light on local, pressing needs and the impactful responses of our nonprofit community via holistic nonprofit support, volunteer opportunities, and an online crowdfunding campaign.

On September 7th, we are celebrating the power of collective giving. However, early giving has started for those who want to contribute before then! By contributing, you are joining the movement to support the work of local nonprofits responding to our area's greatest needs. All funds raised remain in San Diego to bolster our region!

What: Support [Organization Name] during San Diego Gives

When: September 7th

Where: Online at [Link to San Diego Gives Organization Page]

Why: To help us continue to address [Indicate specific community needs]

A donation of any amount will strengthen our work. Thank you for your continued investment in our community and work!

Call to Action: Learn more at [Insert Organization's San Diego Gives Link] and join the movement for a stronger San Diego!



Donor Reminder Email Option 1

Send Date: August 31st or September 1st

Subject Line: Join us! San Diego nonprofits need your support!

Body Copy:

San Diego Gives Day of Giving is in one week! On September 7th, [insert organization name] will be part of an incredible group of over 300 local nonprofits coming together for an unprecedented day of online giving. Your support will make a difference by [insert compelling impact statement]! By contributing, you are joining the movement to support the work of local nonprofits, like ours, that are responding to our area's greatest needs. You can feel good knowing that all funds stay locally to bolster our San Diego County community.

Call to Action: Learn how to get involved at www.sandiegogives.org!

Donor Reminder Email Option 2

Send Date: August 31st or September 1st

Subject Line: Join us! We need your support!

- **Body Copy:**

The San Diego Gives Day of Giving is fast approaching! On September 7th, [insert organization name] will be part of an incredible group of over 300 local nonprofits coming together for an unprecedented day of online giving. Your support will make a difference by [insert compelling impact statement]! You don't have to wait until the 7th! Early giving is open now and your gift will count toward our San Diego Gives Day of Giving total. Please share this email with others and thank you for being part of the #GiveLocal movement!

Call to Action: Give Today! [Insert Organization's San Diego Gives link]



Reminder to Donors Email

Send Date: September 6th (1 day before)

Subject Line: Love [Cause/Mission]?

Body Copy:

Tomorrow, September 7th, our community will come together for a special online fundraiser called San Diego Gives Day of Giving. San Diego Gives is a collective network of over 300 San Diego-based nonprofit organizations, and the Day of Giving shines a light on local, pressing needs and the impactful responses of our nonprofit community.

[Organization name] is thrilled to take part in this local Day of Giving. Can you help us reach our [insert \$ amount] goal before tomorrow at midnight?

Because of you, we achieved [share impact metrics]. Please ensure this important work can continue for days and years to come by donating online [Link to Organization's San Diego Gives Page] on September 7th.

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

Call to Action: Give now to join the movement! [Insert Organization's San Diego Gives Link]

Donor Note Email

Send Date: September 7th (morning of Day of Giving)

Subject line: Ready, Set, Give!

Body Copy:

Today is the day!

San Diego Gives is a year-round program that culminates in an online, region-wide Day of Giving on Thursday, September 7th, followed by a Day of Service on Friday, September 8th in partnership with United Way of San Diego County. On these two days, we call upon community members throughout San Diego County to join together to make a positive impact in our community! Join us in our one-day collective Day of Giving to support our work in [impact area]. Together, we can face the most critical issues in our local San Diego community.

We are on our way to raising [\$ goal] in 24 hours. Will you help us reach our goal?



Any contribution amount will help us respond to [insert organization problem statement]. Donate here [Insert Organization's San Diego Gives Link]. Thank you for your support.

Call to Action: Give Now! [Insert Organization's San Diego Gives Link]

Donor Note Email (evening of giving day)

Send Date: September 7th (evening of Day of Giving)

Subject Line: Just a few hours left!

Body Copy:

Just a few hours remain in the 2023 Day of Giving. The contributions from this one day of collective giving will help keep [Organization name] going strong all year long. We have raised [\$ amount] of our [goal]. Donate here [Insert Organization's San Diego Gives Link] to help us finish strong!

Thank you for your ongoing support of [insert organization impact area]!

Call to Action: Give Now! [Insert Organization's San Diego Gives Link]

Newsletter or Blog Post

Consider sharing about San Diego Gives in your upcoming newsletters and/or blog posts. Below is sample text for you to use when constructing newsletters but will need to be customized for your specific organization.

Sample Newsletter for San Diego Gives Day of Giving

Headline: (Organization) Participates in San Diego Gives 2023

San Diego Gives is a year-round program that is dedicated to strengthening local nonprofits. This year, there are many ways to get involved! In 2023, efforts culminate in an online, region-wide Day of Giving on September 7th, followed by a Day of Service on September 8th in partnership with United Way of San Diego County. The brand-new Day of Service offers opportunities to give back through participating in local nonprofit service projects. On these two days, we call upon community members throughout San Diego County to join together to make a positive impact in our community! Be sure to save the dates! [Add line about organization's specific service project if its participating.]



Now in its third year, the San Diego Gives program shines a light on local, pressing needs and the impactful responses of our nonprofit community via robust communications, an interactive website, volunteer opportunities, and an online crowdfunding campaign. All funds raised remain in San Diego to bolster our region. Last year, \$1,008,674 was raised for 327 nonprofits and thousands of donors were engaged, with many making first-time gifts.

San Diego Gives benefits participating nonprofits by:

- Providing funding and volunteer support.
- Obtaining media attention from local news outlets and podcasts covering the campaign.
- Attracting new donors and volunteers in cost-effective ways.
- Offering ways to meet, learn, and share knowledge with other organizations.
- Providing individual mentoring and 35+ experiential personal and professional development opportunities through San Diego Gives University.
- Utilizing a user-friendly giving and donor acknowledgement platform, freeing up valuable time.

To participate, a nonprofit must meet the following criteria:

- Be a 501(c)(3) public charity, recognized by the IRS as a qualified recipient of tax-deductible gifts or have a fiscal sponsor that meets these requirements.
- Funds raised must remain in San Diego County.
- Demonstrate high quality leadership, fiscal and program management, and demand for services.

[Add compelling quotes about San Diego Gives from your organization's leadership, clients, staff, board, or other volunteers.]

Learn more at www.sandiegogives.org!



Social Media



[@SanDiegoGives](#)

The captions provided below are suggested for LinkedIn, Instagram, Facebook, and Twitter. Social media is a free and highly valuable way to market to your target audience.

Best Practices:

- Please use these files to ensure that you are using a high-resolution version.
- Use the Canva links below to assist in the creation of your graphics.
- If you include a logo on the graphic, add the San Diego Gives logo as well.
- Make sure to tag [@SanDiegoGives](#) in all posts related to San Diego Gives, and [@UnitedWaySD](#) in all posts related to the Day of Service.
- Include suggested hashtags below so that it becomes an online community hub for SD Gives.
[#SanDiegoGives](#)
[#ThisisSD](#)
[#GiveLocal](#)

Follow [THIS HOW TO GUIDE](#) to use the following Canva social media templates:

- I. [Facebook](#)
- II. [Twitter](#)
- III. [Instagram](#)
- IV. [LinkedIn](#)

Twitter

Sample Posts:

Post Option 1

We are proud to be a part of @SanDiegoGives. Join the #givelocal movement on September 7th and the @UnitedWayofSD partnership Day of Service on September 8th. Learn more at sandiegogives.org #thisisSD.

Post Option 2

At [\[insert org name here\]](#) we are proud to be a part of @SanDiegoGives! A special Day of Giving to support local nonprofits, followed by the @UnitedWayofSD partnership Day of Service on September 8th. Learn more at sandiegogives.org #givelocal #sandiegogives!

Post Option 3

@SanDiegoGives is just [\[insert timeline, e.g. one day, one week, one month\]](#) away. Join the #givelocal movement and discover volunteer opportunities too! Learn more at sandiegogives.org

Post Option 4

Join the movement to #givelocal. @SanDiegoGives, a 24-hour online fundraising event, happens on September 7th, and the brand-new Day of Service on September 8th. Learn more at sandiegogives.org.

Post Option 5

Save the date for September 7th – 8th and join the #givelocal movement! Find out more about @SanDiegoGives at sandiegogives.org #thisisSD.

Post Option 6

On September 7th and 8th, make a difference in the mission-critical services of nonprofits impacting our community. Join us for a 24-hour online Day of Giving event on Sept. 7th connecting San Diegans to the causes they care about most followed by a Day of Service on Sept. 8th. #givelocal

Post Option 7

With @SanDiegoGives there are many ways to give back locally! Join the Day of Service on September 8th with @UnitedWaySD to volunteer for a cause you care about most. Learn more at www.sandiegogives.org and join the movement for a stronger San Diego County!



Facebook & Instagram

Best Practices:

- Share emotional images that show your nonprofit's impact. Please see the example below.
- Ensure that all graphics created are sized for Instagram's standards so that important information is not cut off: 1080 x 1080 pixels 1:1 aspect ratio.
- Keep captions short and sweet!
- Encourage sharing to spread the word.
- Use the campaign hashtags!



Post Option 1

We've joined the #givelocal movement. @SanDiegoGives Day of Giving is a 24-hour online fundraiser on September 7th, connecting San Diegans to the causes they care about the most. Join the Day of Service on September 8th with @UnitedWaySD to sign up for a local nonprofit service project. Learn more at www.sandiegogives.org and join the movement for a stronger San Diego County!

Learn more at sandiegogives.org. [Link in profile] #sandiegogives.

Post Option 2

We are proud to join @SanDiegoGives for a special Day of Giving dedicated to strengthening local nonprofits like ours! Join us online on September 7th for our Day of Giving, an unprecedented one-day collective fundraising effort, and then in person for a Day of Service on September 8th, in partnership with @unitedwaysd, to support the work of local nonprofits like ours! Find out more at www.sandiegogives.org, #thisisSD, #sandiegogives2023.

Post Option 3

We've joined @SanDiegoGives to shine a light on the tremendous work of local nonprofit organizations throughout San Diego County. Join us on September 7th for the Day of Giving, a special one-day local fundraiser that connects donors to the causes that they care about most, and on September 8th for a Day of Service, in partnership with @UnitedWaySD, to give back through nonprofit service projects throughout the county. Click here [[Insert Organization's San Diego Gives Link](#)] to support our efforts to [[add mission](#)]. #givelocal #sandiegogives

Post Option 4

What if we all gave back to our San Diego County community on one day? With the help of San Diego Gives, we can! On Thursday, September 7th, our community will come together for 24 hours of unprecedented collective philanthropy through San Diego Gives Day of Giving. By contributing, you are joining the movement to support the work of local nonprofits responding to our area's greatest needs. Following the Day of Giving, San Diego Gives and United Way of San Diego County team up for the brand-new Day of Service on September 8th, a day that offers a way to give of your time and talent by volunteering with a service project of your choice. Help strengthen and support San Diego County nonprofit organizations like ours.

Call to Action: Join the movement for a stronger San Diego County! Visit sandiegogives.org to learn more. #givelocal #sandiegogives

Post Option 5

We've joined the #givelocal movement. @SanDiegoGives is a 24-hour online Day of Giving fundraiser on September 7th followed by a Day of Service on September 8th in partnership with @unitedwaysd. Both days connect San Diegans to the causes they care about most and help to support the important work of nonprofit organizations like ours. Learn more at www.sandiegogives.org, #sandiegogives.

Post Option 6

@SanDiegoGives is just [[insert one day, one week, one month](#)] away. Join the #givelocalmovement to support San Diego's local nonprofits and give back to our community. You can feel good knowing that all donations will stay in San Diego to bolster the important work of organizations like ours. Learn more at www.sandiegogives.org.

Post Option 7

We've joined the #givelocal movement for a stronger San Diego with @SanDiegoGives! With San Diego Gives there are many ways to give back locally! Join us for this online giving day on Thursday, September 7th and the Day of Service on September 8th with @UnitedWaySD to volunteer for a cause you care about most. Learn more at www.sandiegogives.org, #givelocal #sandiegogives



LinkedIn

Sample Posts

Post Option 1

At [org name] we are excited to be a part of @SanDiegoGives 2023. Join the #givelocal movement with the Day of Giving on Thursday, September 7th and the Day of Service on Friday, September 8th in partnership with United Way of San Diego County. Get your organization involved by contributing on the Day of Giving or engaging your employees to volunteer on our Day of Service. Learn more about these special days at sandiegogives.org! #sandiegogives.

Post Option 2

@SanDiegoGives is just [insert timeline, one day, week, month] away. Join us in our 3rd year of unprecedented collective philanthropic fundraising on Thursday, September 7th. Support nonprofit organizations like ours that are working to build a stronger San Diego County community. Join the #givelocal movement and volunteer on Friday, September 8th by participating in the Day of Service in partnership with United Way of San Diego County. Whether you are looking to contribute money or volunteer as an individual or on behalf of an organization, San Diego Gives offers many ways to positively impact our community. Learn more are sandiegogives.org #givelocal, #sandiegogives

Post Option 3

We've joined @SanDiegoGives to shine a light on the tremendous work of local nonprofit organizations throughout San Diego County. Join us on Thursday, September 7th for the special Day of Giving fundraiser and on Friday, September 8th for a Day of Service, in partnership with United Way of San Diego County, to give back through nonprofit service projects throughout the county. Click here [Insert Organization's San Diego Gives Link] to support our efforts to [add mission]. #givelocal, #sandiegogives.



Group Fundraising



San Diego Gives [provides the opportunity to create group giving pages](#), which are quick and easy to do. This is a great way to engage supporters and receive valuable help.

Questions?

Please contact Mitch Price (mitchell@leichtag.org) or Sharyn Goodson (sharyn@leichtag.org).