



SAN DIEGO GIVES



Introduction

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 will promote the Day of Giving and the Day of Volunteer 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 donor education. In 2023, efforts culminate in an online, region-wide Day of Giving September 7, followed by a Day of Volunteer Service on September 8.

Now in its third year, the 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.

Nonprofit registration runs through May 31 and [HERE](#) is the link to enroll. Scholarship funds are available.

Questions?

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

San Diego Gives Day of Giving Best Practices – Email

Ideally, San Diego Gives' Day of Giving email communications include messages that build interest prior to the program's start, encourage participation day-of and build relationships with dedicated follow-up.

Build-up: This phase includes a "Save the Date" or 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 Volunteer Service.

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/Social Media Post

Subject Line- What if we all gave on one day?

- What if we all gave on one day? We can! On Thursday, September 7, our community will come together for 24 hours of unprecedented collective philanthropy through San Diego Gives. This online movement will celebrate and support the work of local nonprofits responding to our area's greatest needs. On September 8 you can give of your time and talent during the Day of Volunteer Service.
- [Organization name], is excited to be part of this local giving day. Join us to help ensure that we can continue pursue our important mission of [describe] by saving the date and donating online on September 7 at [link to organization page]. On September 8 you can give of your time and talent during the Day of Volunteer Service.
- 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 – September 7 is the day to give! And September 8 is a special day for volunteer service!

Donor Reminder Email/Social Media Post – At start of Early Giving on August 17

Subject Line- Let's give together!

- Every day, [Organization Name] works to fulfill its mission of _____. On September 7, we are celebrating the spirit of collective giving through San Diego Gives. A donation of any amount will

strengthen our work.

- What: Support [\[Organization Name\]](#) during San Diego Gives
When: September 7
Where: Online at [\[Link to Organization Page\]](#)
Why: To help us continue to address community needs
- Early giving has started. If you'd like to give now, all donations count toward our San Diego Gives program total. Thank you for your continued investment in our community and work!

Donor Reminder Email/Social Media Post – August 31 or September 1

Subject Line- Join us! We need your support!

- San Diego Gives is in one week! On September 7 (Organization name) will be part of an incredible group of local nonprofits coming together for a special day of online giving. Your support will make a difference by (insert compelling impact statement)! Then join us for a Day of Volunteer Service on Friday, September 8! We have lots of ways to give back.
- Mark your calendar for September 7! Early giving is open now and your gift will count toward our San Diego Gives total. Please share this email with others and thank you for being part of the #GiveLocal movement!

Reminder to donors (1 day before)

Subject line – Love [\[Cause/Mission\]](#)?

- Tomorrow, September 7th, our community will come together for a special 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 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 [\[Link to Organization Page\]](#) on September 7th.
- The power of the community cannot be underestimated. Thank you for continued generosity and support!

Donor note (morning of giving day)

Subject line – Ready, Set, Give!

- Today is the day! We are on our way to raising [\[\\$GOAL\]](#) in 24 hours. Will you help us reach our goal?
- With your support, we can respond to the issues of [\(insert organization problem statement\)](#). Donate here [\(link to organization\)](#). Thank you for your support.

Donor note (evening of giving day)
Subject line – Just a few hours left!

- Just a few hours remain in Giving Day 2023. Keep **(Organization name)** going strong all year long. We have raised **(\$ amount)** of our **(\$ goal)**. Donate here **(link to organization)** to help us finish strong!
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Newsletter or BLOG POST

Consider sharing about San Diego Gives in your upcoming newsletters and/or blog posts.

Sample text – Customize for your organization.

Headline: (Organization) Participates in San Diego Gives 2023

San Diego Gives is a year-round program that promotes nonprofit sustainability and donor education. In 2023, efforts culminate in an online, region-wide Day of Giving September 7, followed by a Day of Volunteer Service on September 8. More than 300 nonprofits are participating. Be sure to save these dates!

Now in its third year, the 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

gives or have a fiscal sponsor that meets these requirements.

- Funds raised much remain in San Diego County.
- Demonstrate high quality leadership, fiscal and program management, and demand for services.

Add compelling quotes from your organization’s leadership, clients, staff, board, or other volunteers.

Social Media



Follow us!



@SanDiegoGives

Join the conversation by using the hashtags: #SanDiegoGives, #ThisisSD, #GiveLocal

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

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

Sample Facebook posts

- We've joined the #givelocal movement. @SanDiegoGives is a 24-hour online fundraiser on September 7 followed by a day of volunteer service on September 8. Both days connect San Diegans to the causes they care about most. Learn more at www.sandiegogives.org, #sandiegogives.
- We are proud to join @SanDiegoGives, a special day of giving, dedicated to strengthening local nonprofits like ours! Join us online on September 7 and then in-person for a Day of Volunteer Service September 8. #sandiegogives, #givelocal
- September 7, the #givelocal movement begins! Join us online for @SanDiegoGives, followed by a Day of Volunteer Service September 8. Find out more at www.sandiegogives.org, #thisisSD, #sandiegogives2023.
- @San Diego Gives is just [insert one day, one week, one month] away. Join the #givelocalmovement. Learn more at www.sandiegogives.org.
- @San Diego Gives - we've joined the cause! Join us for this online giving day September 7, followed by a Day of Volunteer Service September 8. #givelocal #sandiegogives

Sample Twitter posts

- We are proud to be a part of @SanDiegoGives. Join the #givelocal movement on September 7 and the Day of Service September 8. Learn more: 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, followed by a Day of Volunteer Service on September 8. Learn more at sandiegogives.org #givelocal #sandiegogives!
- @SanDiegoGives is just [insert timeline, e.g. one day, one week, one month] away. Join the #givelocal movement and volunteer too! Learn more: sandiegogives.org
- Join the movement to #givelocal. @SanDiegoGives, a 24-hour online event, happens on September 7, followed by a Day of Service on September 8. Learn more: sandiegogives.org.
- September 7 – 8 are important dates for us! Join the #givelocal movement! Find out more about @SanDiegoGives: sandiegogives.org #thisisSD.
- On September 7 and 8, make a difference in the mission-critical services of nonprofits impacting our community. Join us for a 24-hour online event connecting San Diegans to the causes they care about most followed by a Day of Volunteer Service. #givelocal.

Sample Instagram posts



Share emotional images that show your nonprofit's impact.

- We've joined the #givelocal movement. @SanDiegoGives is a 24-hour online fundraiser on September 7, connecting San Diegans to the causes they care about the most. Learn more at sandiegogives.org. [Link in profile] #sandiegogives.
- We are proud to join @SanDiegoGives, a special day of giving, dedicated to strengthening local nonprofits like ours! Join us online on September 7 and for a day of volunteer service on September 8. #sandiegogives #givelocal
- @SanDiegoGives is just [timeline, e.g. one day, one week, one month] away. Join the #givelocalmovement and engage volunteers too. Learn more at sandiegogives.org.



LinkedIn posts

- At (org name) we are excited to be a part of @SanDiegoGives 2023. Join the #givelocal movement on September 7 and the Day of Service on September 8. Learn more about these special days at sandiegogives.org, #sandiegogives.
- @SanDiegoGives is just [insert timeline, one day, week, month] away. Join the #givelocalmovement and engage volunteers on September 8. Learn more are sandiegogives.org.
- We've joined @SanDiegoGives to shine a light on the tremendous work of local nonprofit organizations throughout San Diego County. Join us September 7 for this special fundraiser and on September 8 for a day of volunteer service throughout the county. Click here (link to page) 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.