



fundraise

GIVE LOS ANGELES CHALLENGE 2018

Giving Challenge Toolkit

Welcome!

This giving challenge toolkit was created by the friendly nonprofit pros at Funraise to help your organization run a successful GIVE Los Angeles Challenge.

In this toolkit, you'll find prewritten emails, social posts, and press releases as well as tips to guide you through the course of the challenge. If you have any questions, our Customer Success team is ready to help. Feel free to reach out to success@funraise.io.

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Setting Goals

MAKE THE MOST OF THE CHALLENGE TIMELINE

The GIVE Los Angeles Challenge is November 14, 2018, through January 1, 2019, providing you with an incredible way to supercharge your generous end-of-year giving season. This extended giving event celebrates donors, organizations, and the impact we have together.

WHAT IS THE GIVE LOS ANGELES CHALLENGE?

GIVE Los Angeles is a giving event designed to ramp up your charitable end-of-year giving, especially within your own community. This is an opportunity to give back to organizations we love within our own home base.

SHOULD YOU SET A GOAL?

Oh, most definitely. Add excitement and urgency to your campaign with a clear, aggressive goal. Since the GIVE Los Angeles Challenge works hand-in-hand with the end-of-year giving season, you want it to drive the tone of everything else you do through January 1. Pick an amount you feel comfortable reaching, then increase that by 10%. Challenge #TeamYou, and you'll be surprised at what you can accomplish together.

WHY IS THE GIVE LOS ANGELES CHALLENGE AWESOME?

Donors love to give during challenges! You'll see a flurry of social media activity and donations as your supporting fundraisers encourage their peers to join in the fun. The time-sensitive nature of the event encourages people to take action and share their accomplishments. You can come up with some really creative ideas to develop a sense of urgency and excitement, increasing donations.

Ideas & Tips

"Shoot for the moon. If you miss, you'll land among the stars."

It's a little cheesy, but our point is that you need to pick an idea and run with it. Whatever you choose, give it 100% and your supporters will join in. Here are a few practical ideas and tips to consider.



TIP #1

Get a matching grant

A matching grant is an excellent tool to use during the GIVE Los Angeles Challenge. Doubling down until a certain amount is donated really ratchets up the urgency. Try this: ask one of your trusted donors to match the first \$5,000 you raise. Their gift will not only impact your work, but it'll encourage another \$5,000 in donations. Matching donors love feeling like they contributed more than their donation amount.



TIP #2

Run Social Media Ads

You'll want to make sure everyone has a chance to see what's happening as they scroll through their feeds. Think of it like this: If you spend \$50 on an ad and it converts one \$50 donation, you're already winning!



TIP #3

Host a Live Video

Consider it a modern-day telethon. Set up a Live video on your social media of choice and embed it on your campaign website.

**TIP #4**

Unlock something silly

Will your CEO shave her head if you reach your goal today? Maybe your Development Director will take a pie to the face! Why not? Find something fun and silly to reward your donors with when you reach your goal.

**TIP #5**

Give live shoutouts

When someone donates today, thank them with a personal social media shoutout. Public and positive acknowledgment inspires others to follow along because people love recognition. The GIVE Los Angeles Challenge is a month of fast-paced giving, with time to celebrate lots of donors.

**TIP #6**

Prime the pump

Ask your top 10 donors to make their donation before you launch. This lets your top donors be distinguished as giving leaders and primes the pump for a show-stopping beginning to the GIVE Los Angeles Challenge. Bonus: this shows social buy-in and encourages others.

**TIP #7**

Create a sharing squad

Here's the deal. The more people share a social media post, wider your message will be spread. So, get together your most active social media followers. Tell them you need their help spreading the GIVE Los Angeles Challenge and ask them to throughout their own networks. Sharing is caring!

Campaign Calendar

MON · NOV 05	TUE · NOV 06	WED · NOV 07 ONE WEEK AWAY Send announcement email and social media posts	THUR · NOV 08	FRI · NOV 09
MON · NOV 12	TUE · NOV 13 ONE DAY AWAY Send reminder email and social media posts	WED · NOV 14 LAUNCH DAY Send launch email and social media posts	THUR · NOV 15	FRI · NOV 16
MON · NOV 19	TUE · NOV 20	WED · NOV 21	THUR · NOV 22	FRI · NOV 23
MON · NOV 26	TUE · NOV 27	WED · NOV 28	THUR · NOV 29	FRI · NOV 30
MON · DEC 3	TUE · DEC 4	WED · DEC 5 HALFWAY THROUGH Send momentum email and social media posts	THUR · DEC 6	FRI · DEC 7
MON · DEC 10	TUE · DEC 11	WED · DEC 12	THUR · DEC 13	FRI · DEC 14

MON · DEC 17

TUE · DEC 18

WED · DEC 19

THUR · DEC 20

FRI · DEC 21

MON · DEC 24

TUE · DEC 25

WED · DEC 26

THUR · DEC 27

FRI · DEC 28

KEEP IT UP!

Share second
momentum social
media posts

MON · DEC 31

TUE · JAN 01

**LAST DAY
OR GOAL REACHED**

Send goal reached
email and social
media posts

Emails

Get ready for the GIVE Los Angeles Challenge now! Schedule your donor emails ahead of time so that you can be live and responsive on launch day.

We've built five emails that your GIVE Los Angeles Challenge campaign should have. Feel free to copy and paste the content or edit to make it your own.

WHO SHOULD YOU EMAIL?

Everyone! This challenge is a celebration of donors, organizations, and the impact we make together. It would be rude not to invite your entire donor base to participate.

WHAT ABOUT TONE?

The GIVE Los Angeles Challenge is **exciting, joyful**, and **positive**. This event is all about coming together and sharing our resources to help others. People will be posting on social media and encouraging others to join in. Focus on communicating urgency and positivity by sharing the impact donors can make.

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SEND: WED NOV 7TH · 1 WEEK BEFORE GIVE LOS ANGELES CHALLENGE

The goal of the first email is to announce to your supporters that GIVE Los Angeles Challenge is next week. Whether they've been giving to your cause for years or are new to your organization, you'll want to let them know what's coming so they don't miss out.

The most important thing you'll want to do in the first email is to announce your goal loud and clear. If you don't have a GIVE Los Angeles Challenge goal, stop what you're doing and decide on a goal with your team. The goal is what'll drive excitement and urgency.



SUBJECT LINE:

GIVE Los Angeles Challenge incoming!

BODY:

Hi {first_name}!

We're excited to launch the GIVE Los Angeles Challenge next week with a chance to give back to our local community. We've set a goal to raise \$<goal> through the end of the year. It's going to take everyone, but the impact your donations will have is going to be incredible.

Here's what you can do now: create a fundraising site, set your personal goal, and start spreading the news.

Mark your calendar. GIVE Los Angeles Challenge starts November 14th, 2018.

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SEND: TUES NOV 13TH · 1 DAY BEFORE GIVE LOS ANGELES CHALLENGE

The goal of this email is to remind supporters that tomorrow is the big launch. Communicate your goal, its impact, and the urgency of everyone's participation throughout the GIVE Los Angeles Challenge.



SUBJECT LINE:

Tomorrow is the GIVE Los Angeles Challenge!

BODY:

Tomorrow we need your help as we raise **\$<goal>** to fund **<what the money funds>**. It's going to be an end-of-year donation celebration, and it starts tomorrow! Get a good night's sleep and make sure your fundraising page is ready to go. We're going to need your social sharing powers tomorrow.

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SEND: WED NOV 14TH · GIVE LOS ANGELES LAUNCH MORNING

The goal of this email is to convert as many donations as possible early in the day.

Be sure to communicate the urgency of donating now. This is an important local impact event that your supporters won't want to miss. Make sure they have a clear and exciting invitation to participate.



SUBJECT LINE:

The GIVE Los Angeles Challenge is live!

BODY:

Today's the first day of the rest of your year, **{first_name}**!

We need your help to raise **\$<goal>** to fund **<what the money funds>**.

The best referral we could possibly get is from fundraisers like you. In addition to your donation today, could you also post this on your social pages? As the weeks go on, we'll keep you updated on the progress toward our goal, special events for supporters, and donation incentives. Stay tuned!

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SEND: WED DEC 5TH · THREE WEEKS INTO GIVE LOS ANGELES CHALLENGE

The goal of this email is to show the progress you've made toward your goal. As nonprofits, you know that many supporters won't join in until they see movement, so this'll also encourage those who haven't donated!

Here's another idea: Try using this email as your 50% announcement and send it when you're halfway to your goal.

PROTIP: Segment out donors who gave earlier in the month, send them an email asking them to share their donation, and be prepared for their friends to chip in.



SUBJECT LINE:

Join the GIVE Los Angeles Challenge party!

BODY:

Come celebrate with us! We're making progress toward our goal of raising **\$<goal>** before the end of the year. It's been an absolute honor to see everyone donate and share this campaign—with just a little more pushing, we'll be at our goal.

What can you do now?

If you haven't donated yet, go donate! If you've already donated, consider one more gift: share this link **{INSERT CAMPAIGN LINK}** with your family, friends, and social networks. We can only accomplish this goal if everyone joins in. Let's do it!

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**SEND: WED JAN 1ST · AT THE END OF THE GIVE LOS ANGELES CHALLENGE
OR WHEN YOU REACH YOUR GOAL (!)**

The goal of this email is to thank your audience for being there for your nonprofit. You'll want to update everyone on the amount you raised and how everyone's efforts will impact your work. It's a great idea to show real images of impact in this email.

This is a crucial email because it shows your appreciation for your supporters, ensuring they'll be ready to help the next time you ask.



SUBJECT LINE:

It's Over: The GIVE Los Angeles Challenge is in the books!

BODY:

Thank you, **{first_name}**!

With your help and the support of **<total number of donors>** amazing donors, we raised **\$<amount you raised>** over the last seven weeks. With these funds, we'll be able to **<complete the final rescue wing of our shelter>**! We can't thank you enough for giving of your time and shares during the GIVE Los Angeles Challenge. It's truly an honor to have your support—you can bet we're gonna let all the **<animals, people, trees>** benefitting from this campaign know that you were a huge part of it.

How your donation helped:

- **<We are able to accept an additional 50 rescue cats>**
- **<We are able to provide medical care for 200+ cats in our shelters>**
- **<We are able to provide low-cost or no-cost veterinary services to 10,000 families in our community>**

Seriously, this has been one of our most successful fundraising events ever... and continuing our work is only possible because you're on our team.

Thank You!

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Social Media

GIVE Los Angeles Challenge is about sharing, caring, sharing, sharing, sharing, caring, sharing...

One important GIVE Los Angeles Challenge social media strategy is to make sure your donors share about their donation and encourage others. There are a few things you can do to accomplish that, but most importantly you'll want to create an environment that encourages collective impact and urgency.

WHAT SHOULD YOU POST?

First, make sure your audience knows about GIVE Los Angeles Challenge and is ready. You'll want to share about your goals and share progress updates during the event. You'll also want to share the impact that this campaign can have. Prepare some images and content that represent that impact and benefit from the campaign.

Remember that the following are merely suggestions and templates for what you should post. It's important to tailor them to your organization. Your goals, your mission, and your projects are all unique, and that uniqueness is what will encourage donations, so capitalize on them!

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SEND: WED NOV 7TH · 1 WEEK BEFORE GIVE LOS ANGELES CHALLENGE

The goal of the initial posts is to announce to your supporters that GIVE Los Angeles Challenge is about to begin! Encourage your supporters to get excited and begin to think about ways they can excite their networks as well.

Don't forget to add the #GIVELosAngeles hashtag to your posts for the duration of this giving challenge. Keep in mind that the following posts are merely framework suggestions. Tweak and personalize them for your unique organizations. The more specific the better!



FACEBOOK + INSTAGRAM

We are getting ready to launch GIVE Los Angeles Challenge, which is going to help our amazing city continue to thrive! Before the end of the year, we'll need your help to raise **<\$15,000>** to fund **<3 new projects>**. Be sure to save a few bucks so you can join our movement and think about friends that would love to chip in as well. #GIVELosAngeles



TWITTER

Get ready for GIVE Los Angeles Challenge! Our goal is to raise **<\$15k>** over 7 weeks to fund **<3 new projects>** in our community! #GIVELosAngeles

We'll need your help this GIVE Los Angeles Challenge to fund **<3 new projects in our community>**. Please consider giving, plus like & share to spread the word! #GIVELosAngeles

Our GIVE Los Angeles Challenge goal of **<\$15k>** will be easily met if each of our followers donates only **<\$2>**. Think about the impact you can make in our community! #GIVELosAngeles

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SEND: TUES NOV 13TH · 1 DAY BEFORE GIVE LOS ANGELES CHALLENGE

The goal of this post is to announce to your supporters that GIVE Los Angeles Challenge begins TOMORROW! By now, your supporters should know what's happening and they should be excited to spread the word.



FACEBOOK + INSTAGRAM

TOMORROW starts GIVE Los Angeles Challenge! Can you feel it? Make sure you've started taking your vitamins because this is going to be exciting! Through the end of the year, with your help, we will raise **<\$15,000>** which will enable us to **<bring three new programs to our community>**. #GIVELosAngeles



TWITTER

GIVE Los Angeles Challenge starts TOMORROW! Rest up because we're going to need your help spreading the word! **<\$15k>** in 7 weeks? We can do this! #GIVELosAngeles

How much good can be done in just 7 weeks? Let's find out! Our goal is **<\$15k>**—will you help? #GIVELosAngeles

Our **<community centers serve 500+ ppl/day>** & we want to **<open 3 more>**. We will need your help to reach our goal so stay tuned! Don't forget to like + share :) #GIVELosAngeles

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SEND: WED NOV 14TH · GIVE LOS ANGELES LAUNCH MORNING

Make sure to schedule these so they go out bright and early, around 7am.

The goal of this post is to convert as many GIVE Los Angeles Challenge donors as early as possible!

Make sure you have a clear and visible call to action. The most important part of every post from now until the end of the campaign is the link to your campaign website. Every post should have this link!



FACEBOOK + INSTAGRAM

TODAY is the first day of GIVE Los Angeles Challenge! We're celebrating by committing to raise **<\$15,000>** by the end of the year. These funds will enable us to **<create three new programs in our community>**, but we can only reach our goal with your help! #GIVELosAngeles

Will YOU be the first GIVE Los Angeles Challenge donor?! Donate here: **<URL>**



TWITTER

Who will be our first GIVE Los Angeles Challenge donor? IT COULD BE YOU! #GIVELosAngeles **<URL>**

If you donate to the GIVE Los Angeles Challenge will your employer match it? How about your friends/family? Our goal is as big as our <3! Pls like+share #GIVELosAngeles **<URL>**

Hear from **<Francesca who credits our programs as critical in her career success>**. If we meet our goal, we will fund **<three new programs in our community>**! #GIVELosAngeles **<URL to Francesca's story>**

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SEND: WED DEC 5TH · THREE WEEKS INTO GIVE LOS ANGELES CHALLENGE

The goal of these posts is to continue the momentum.

You'll want to use collective language like "Join Us" or "Together we can..."

Don't forget to include compelling imagery specific to your organizations. Highlight both the need you're filling and the success of past programs. Remember to always include the link to your fundraising page and the campaign hashtags. Don't forget to specify the cash prizes for the highest-raising organizations.



FACEBOOK + INSTAGRAM

The top fundraising organization of GIVE Los Angeles Challenge will receive additional funds for their cause! We need your help to unlock those funds to fuel our mission. Whether you can give \$5 or \$5,000, your gift will get us closer to our goal to **<fund TEN projects>**! #GIVELosAngeles JOIN US HERE: **<URL>**



TWITTER

We want to **<fund TEN water projects>** this GIVE Los Angeles Challenge & need your help. Any amount helps! Please give, like + share #GIVELosAngeles **<URL>**

Just halfway through the Challenge and we're at **<40%>** of our goal! That's **<4/10 projects fully funded>**! Pls keep sharing & lets get to 100%! #GIVELosAngeles **<URL>**

Don't forget that the top fundraising organizations get an extra donation boost! Help us grab those funds so we can **<serve even more neighbors in need>**! #GIVELosAngeles **<URL>**

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SEND: THUR DEC 27TH · LESS THAN ONE WEEK LEFT OF THE GIVE LOS ANGELES CHALLENGE

Use posts like these toward the end of the GIVE Los Angeles Challenge.

The goal of these post is to announce a significant milestone or continue momentum towards your goal. This excitement can encourage those who have not yet donated. Don't forget to use great imagery, include your hashtag, and always include the links.



FACEBOOK + INSTAGRAM

Don't miss your chance to be a part of GIVE Los Angeles Challenge! Thanks to everyone who has donated so far; we are blown away at how quickly we've made it to **<the halfway point>**! We are SO CLOSE to our goal! Let's keep it going! Your donation today is **<helping to provide shelter for 30 dogs and cats who need a home>**. #GIVELosAngeles
DONATE HERE: **<URL>**



TWITTER

THANK YOU to **<@MarySue>** for your donation! Your gift has pushed us past **<50%>** of goal! Keep it going! Please share with any others who are just as passionate. #GIVELosAngeles **<URL>**

Look at all the wonderful ppl who've given so generously! We can't stop smiling! Best GIVE Los Angeles Challenge ever? #GIVELosAngeles **<URL>**

Don't be shy on GIVE Los Angeles Challenge! Ask your employer about donation matching! Friends & family will want to give too! We're getting so close to goal we can taste it. #GIVELosAngeles **<URL>**

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**SEND: WED JAN 1ST · AT THE END OF THE GIVE LOS ANGELES CHALLENGE
OR WHEN YOU REACH YOUR GOAL (!)**

The goal of this post is to thank your entire audience and remind them of the impact. You'll want to update everyone on the amount you raised and tell them exactly what the funds will achieve. It's a great idea to show real images of impact in these posts. Remember, these are just suggestions, so get creative and tailor them to your programs.

This communication is crucial because it shows your appreciation for your supporters, ensuring they'll be ready to help the next time you ask.



FACEBOOK + INSTAGRAM

WOW! YOU DID IT! We can't thank you enough for making this GIVE Los Angeles Challenge a huge success. With the generous support of over **<120>** donors, we've raised **<\$15,000>** in just seven weeks! These funds will provide **<150 students with supplies and books for the next semester>**. THANK YOU! We <3 you. See what we accomplished: **<URL>** #GIVELosAngeles



TWITTER

Tears of joy! **<120>** donors gave big during the GIVE Los Angeles Challenge to help us reach our goal! **<150+ students will get books & supplies>** thanks to you! #GIVELosAngeles **<URL>**

ACHIEVEMENT UNLOCKED! 100% of GIVE Los Angeles Challenge goal. **<Books and supplies for over 150+>** were made possible by YOUR gifts. #GIVELosAngeles **<URL>**

280 characters cannot express our gratitude. Our donors are the best! **<150+ students will receive supplies>** THANKS TO YOU! #GIVELosAngeles **<URL>**

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Press Release

Local and industry-specific news outlets are a great way to shine a much-needed spotlight on your organization's GIVE Los Angeles Challenge goals.

Open the [linked document here](#), click File in the top left, then choose "Make a copy" to create your very own version of this press release. Then edit to reflect your nonprofit's values—You'll attract not just donors, but supporters who will make their own fundraising pages to support your mission.

FOR IMMEDIATE RELEASE

[[NAME OF ORGANIZATION]] JOINS LOS ANGELES MAGAZINE'S GIVE LOS ANGELES CHALLENGE

Help [[NAME OF ORGANIZATION]] win up to \$30,000 by donating to its GIVE Los Angeles campaign

[[YOUR LOCATION/DATE]] — [[NAME OF ORGANIZATION]] has joined the *Los Angeles* magazine's GIVE Los Angeles Challenge, a friendly online fundraising competition between charitable organizations and their supporters. This challenge benefits charities making a difference in the greater Southern California region. Participating organizations will compete for more than \$60,000 in prizes and money. [[NAME OF ORGANIZATION]] has joined *Los Angeles* magazine's GIVE Los Angeles Challenge in hopes of raising money to support [[WHAT YOU DO]].

[[PARAGRAPH EXPLAINING ORGANIZATION'S WORK AND WHY THIS CHALLENGE IS IMPORTANT/WHY YOU ARE PARTICIPATING/HOW YOU WILL USE FUNDS IF YOU WIN/ETC.]]

[[“Quote here from organization,” said organization spokesperson. “More quote here.”]]

The GIVE Los Angeles Challenge launched in partnership with Funraise on November 14th, 2018 and it runs through January 1st, 2019. Each organization that raises at least \$75,000 during the challenge period will win a portion of prize money totaling \$30,000. Weekly bonus challenges enable charities to win up to another \$30,000 in prizes.

CONTINUES...

To help [[NAME OF ORGANIZATION]] win the GIVE Los Angeles Challenge, head to [[FILL WITH YOUR CUSTOMIZED FUNRAISE URL]].

About your organization:

Boilerplate will go here.

About *Los Angeles* magazine: *Los Angeles* magazine has covered the people, food, culture, arts and entertainment, fashion, lifestyle, and news that define Southern California since 1961. With thought-provoking lifestyle and investigative journalism, *Los Angeles* delivers curated content and events that encourage Angelenos to discover and engage in our city in ways that are most meaningful to them. It is our mission to support Los Angeles in the endeavor to become one of the most dynamic global cities of the 21st century.

About *GIVE Los Angeles*: The 3rd annual GIVE Los Angeles Challenge, sponsored by *Los Angeles* magazine in conjunction with Funraise, a proven online charitable fundraising platform, provides participating L.A.-based non-profits with a turnkey opportunity to raise funds + win cash and prizes during the 2018 Giving Season. Join us during the 2018 Challenge, starting November 14th at 12:00pm PT through Tuesday, January 1st at 12:59:59pm PT, by donating to help these life-changing charities continue their essential work. In 2017, the GIVE Los Angeles Challenge distributed \$501,502 to 22 participating charities that serve the greater Los Angeles community.

Media Contacts:

For *Los Angeles* magazine: Jennifer Moran | *Los Angeles* magazine | 323.801.0020 or JMoran@lamag.com

For [[NAME OF ORGANIZATION]]:
[[INSERT CONTACT FOR ORGANIZATION]]

#

Thank you!

We sure hope your GIVE Los Angeles Challenge has gone swimmingly and that you found Funraise's platform and service to be top-notch. Our goal will always be to provide you with exceptional, friendly technology, tools, and assistance—We're all in this together!

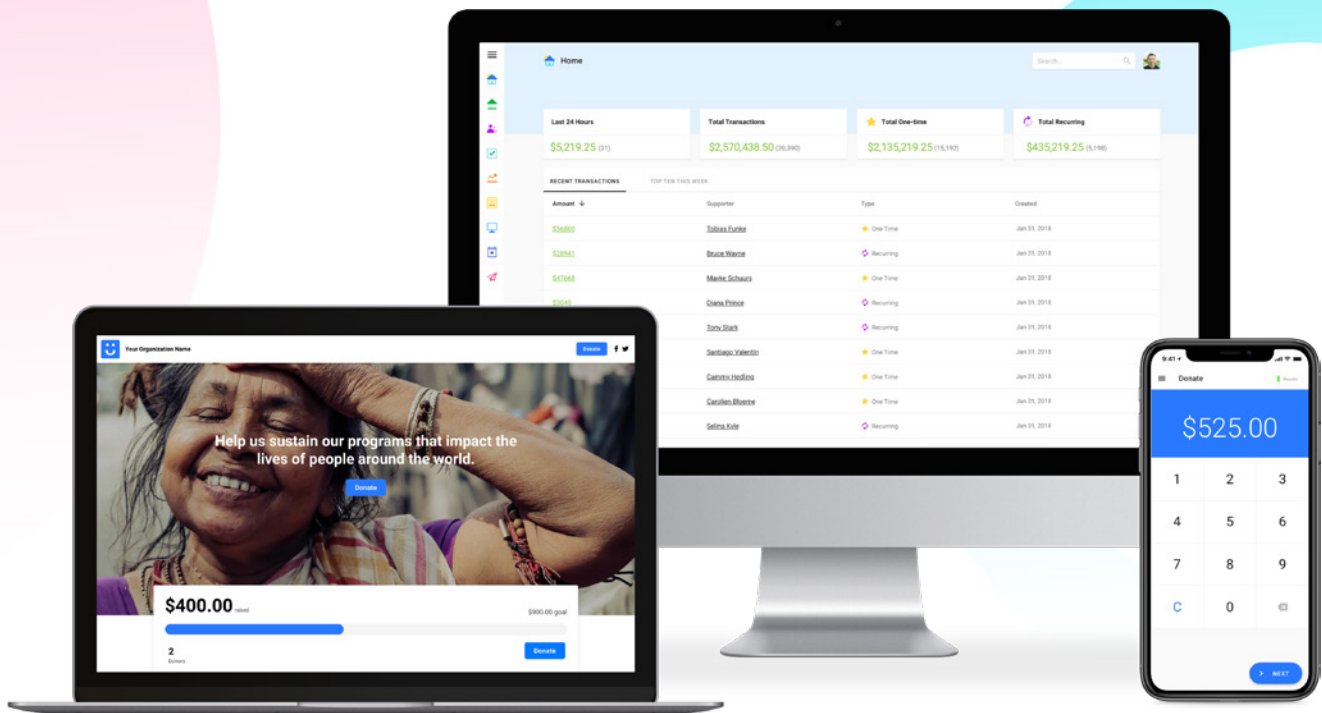
In case you were wondering, Funraise has quite a few more tricks up our sleeve, features-wise, and we'd love to show you how your organization can squeeze every bit of value from our delightful, easy-to-use platform.

DISCOVER FUNRAISE NOW!






funraise

An all-in-one nonprofit fundraising platform.





POWER UP AT [FUNRAISE.IO](https://funraise.io)







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-  Giving Forms
-  Reader
-  Fundraising Websites
-  Recurring Giving
-  Website Templates

TRACK

-  Donor CRM
-  Donation Management
-  Donation Analytics
-  Donation Pledges

AUTOMATE

-  Donation Tasks
-  Automated Emails
-  Wealth Screening
-  Integrations