



At-A-Glance



GiveBIG At-A-Glance

This “at-a-glance” plan provides an overview of the activities that will make your GiveBIG campaign successful. We encourage you to adjust the plan based on your organization’s resources and needs.

About GiveBIG

GiveBIG is hosted on the **Washington Gives** (wagives.org) online giving platform that helps individuals, groups, and businesses discover and donate to nonprofits headquartered or serving Washington State all year long. **The GiveBIG 2022 campaign kicks off April 19 and will culminate in a 48-hour giving event on May 3-4!**

Registration and Organization Profile Page

- **Register by April 15.** The earlier you register, the more time you have to familiarize yourself with the platform and access training and resources for success.
- **Fill out or update your Organization page.** Use the GiveBIG Campaign Guide for tips to creating an engaging page to share your story.

Match

Donors are more likely to give if you have a matching fund that doubles their donations.

- Your board, a group of donors, or a major donor can pledge to match donations made during GiveBIG.
- Aim for a matching fund of at least \$1,000.
- List your match on your profile so donors know you have a match available.
- Promote your matching fund through social media and email.

Fundraising

Ask supporters to create a fundraising page that they can promote to their friends, family, and colleagues.

- Fundraising pages make it easy for donors to ask others to join them in supporting you.
- Ask your volunteers, donors, and board members to create a fundraising page. Staff members can fundraise too, but you should encourage non-employees to become fundraisers as well!
- Fundraising pages can be created at any time. Hint: Raising money during the early giving period (the two weeks before the event) can generate positive momentum and really set up your organization for success!
- Check-in, encourage, and thank your fundraisers throughout the campaign.

Emails

Include GiveBIG in your newsletters and send 2-4 GiveBIG emails to donors, supporters, and friends.

- Compile an email list of donors, current/former board members, former staff, volunteers, and supporters and share your story throughout the campaign.
- Write newsletter stories/promotional emails about GiveBIG that give specific examples of the benefits of your mission. Include images, quotes, and statistics that encourage donors to support you.

Social Media

Produce social media messages that tell your organization's story to friends and supporters.

- Encourage followers to like, share, and comment.
- Use **#GiveBIG** on Twitter, Instagram, LinkedIn, Facebook, and elsewhere!
- Follow and engage with the GiveBIG social media accounts:
 - <https://www.facebook.com/WAGives>
 - <https://twitter.com/WAGives>
 - <https://www.instagram.com/wagives>

Events

Plan an online event using Facebook Live, YouTube Live, Zoom, Teams, or other streaming services.

Here are some suggested events:

- Invite successful program participants to tell their stories.
- Live stream a performance, speaker, or a program.
- Present a fun challenge or contest.
- Embed Facebook and YouTube streams onto your page.

Stewardship

Washington Gives handles tax-receipting so you can focus on thanking your donors personally.

- Recruit board members and/or volunteers to make thank-you calls or send personalized emails or hand-written notes to donors shortly after GiveBIG.
- In these thank-you messages, describe how the funds will be used to benefit the people or issue you serve.
- Post your donation total and thank your donors on social media.

Questions?

Contact the Washington Gives Support Team by [filling out this quick form](#) or sending us an email at wagives@mightycause.com.