

Ideas for Nonprofits

From the #ILGiveBig Team, Donors Forum, and the #GivingTuesday team.



- Did you know that many donors work at companies that double the donations made by employees? Encourage your donors to submit these matching gift requests.
- Use social media to launch a new fundraising or awareness campaign. Use the #ILGiveBig hashtag early and often on Twitter. Your constituents should know that you are part of this statewide movement.
- Integrate #ILGiveBig into your end-of-year campaign. Use this day to experiment and try a new strategy to close those end of year gifts.
- We've seen a lot of success with matching grants. Ask a board member or sponsor to put up a matching gift. You can use this to incentivize new or larger donations, or to kick-off your end-of-year campaign.
- Share your story! Reach out to press outlets in your community and spread the word by sharing your story with us at mhoncoop@donorsforum.org. You can use our sample press release to pitch your story.
 - **Share your story with us!**
 - Tell us: The problem you're trying to solve (i.e., There are XX youth living on the street); how you've successfully addressed this problem (i.e., My organization founded a shelter for X youth in 2013) ; and one compelling data point about your larger impact (i.e., X of the sheltered youth stayed in school, X stayed healthy, etc). Email to dcoleman@donorsforum.org
 - Tell us: Why people give to your organization and program. We'll share with the larger community for greater visibility!
 - Tell us: Why your clients come to you. How have you impacted their life? We'll share with the larger community for greater visibility!
 - Show us: A moment from your program? Snap a photo, caption it, and we'll share it for greater visibility.
- Consider trying mobile or online giving. #ILGiveBig is a great day to engage your online community and transform followers and fans into donors.
- Incorporate an #Unselfie campaign for your fans, donors, and followers to prompt their networks to support your organization's #ILGiveBig initiative. Find more information in the "Short & Sweet Guide to #ILGiveBig" here: donorsforum.org/ILGiveBigResources.
- Organize a volunteer project for your organization. Invite donors, employees, and your neighbors to get together to celebrate giving by creating a day of service.
- Get your city to proclaim that on Tues., Dec. 2 it will be involved in #ILGiveBig. Use our toolkit to guide you in speaking with your local officials. Find more information in the "Short & Sweet Guide to #ILGiveBig" here: donorsforum.org/ILGiveBigResources. If you don't who your local officials are, find them through the following links:
 - <http://www.elections.il.gov/districtlocator/addressfinder.aspx>
 - <https://webapps1.cityofchicago.org/ezbuy/getgeoWardLookup.do#>
- Stop by our Library on Tues., Dec. 2 for a quick treat and update us on how your campaign is going.
- Report to Donors Forum on Wed., Dec. 3 on how much your organization raised.