



## What is Washington County Gives?

Hosted by the Washington County Chamber of Commerce and Washington County Community Foundation, the WCNEGives is a 24-hour online giving event that brings the region together as one community, raising money and awareness for local nonprofits in the greater Washington County area.

### What is the WCNEGives Day and when will it take place?

- Single day of charitable giving to support diverse nonprofits.
- WCNEGives will be a 24-hour day of giving on December 3<sup>rd</sup>, 2024.

### Who is eligible to participate in the WCNEGives Day?

- Any Non-Profit in Washington County that is a registered 501(c)(3) or 501(c)(4).
- Churches and entities of government in Washington County are eligible.
- Your 501(c)(3)/501(c)(4) will need to fill out a WCNEGives participation form with the Washington County Community Foundation.

### What are the benefits of participating in the WCNEGives Day?

- Increase funding for your organization.
- Your Organization will have a great opportunity to interact and increase your donor base.
- Your Organization can use online and social media tools to enhance your public outreach.
- Your Organization will be eligible to win BONUS money from generous community partners.

### What is the deadline for nonprofit organizations to register to participate in WCNEGives Day?

All participation forms must be submitted by Friday November 15, 2024.

### Does it cost money for a nonprofit to participate in the WCNEGives Day?

No. Nonprofit organizations do not pay to participate in WCNEGives Day.

### How much of the donation will go to the nonprofit?

Participating nonprofit organizations will receive the full value of each donation.

### Do all donations have to go through the WCNEGives Day's website, or can donors contribute by check or cash?

While our website <wcnegives.org> is the primary option to make donation through in 2024, we will have one Drop-Off Site for Cash and Check donations at the Washington County Community Foundation Office – located at 1615 Washington St in Blair, from 9am – 5pm.

### Is there a limit to the amount that a nonprofit can receive on the WCNEGives Day?

There is no limit to the funds that can be directly donated to your organization.

### How and when will nonprofits receive their WCNEGives Day donations?

By December 20, 2024 (or sooner), the totals will be tabulated and Your Organizations funds will be distributed to you via check from the WCCF.

### Do nonprofits need to issue thank you letters or tax receipts to their WCNEGives Day donors?

- Non-profits will be given a list of donors.
- Thank-you letters are up to the organization but strongly recommended.
- Tax receipts will be emailed to the donor at the time of transaction at the website, and provided to the donor at the drop-off site from Washington County Community Foundation.
- All checks will be made payable to Washington County Community Foundation.

### Who do I contact with questions about the WCNEGives Day?

wcnegives@gmail.com



## Key Messages

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**Please use the following messages when promoting WCNEGives:**

- Hosted by the Washington County Chamber of Commerce and Washington County Community Foundation, the WCNEGives is a 24-hour online giving event that brings the county together as one community, raising money and awareness for local nonprofits in Washington County.
- The WCNEGives event will take place on Tuesday, December 3<sup>rd</sup>, 2024, from Midnight to Midnight, at [WCNEGives.org](https://wcnegives.org)
- The WCNEGives provides an ideal platform for participating nonprofit organizations to increase awareness, donors and dollars all within one campaign.
- On [WCNEGives.org](https://wcnegives.org), donors can select among area nonprofits and donate.
- The WCNEGives is one of almost 100 giving days that take place in cities across America throughout the year.
- Everyone can be a philanthropist on December 3<sup>rd</sup>! With a donation, you can help your favorite nonprofit organization achieve its goals.

## Social Media Center

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### Connect with us

Connect with WCNEGives on our social media networks to stay informed about WCNEGives Tweets, posts, and photos. Retweet, share and repost our content to increase engagement on your feed!

Facebook: [facebook.com/WCNEgives](https://facebook.com/WCNEgives)  
@WCNEgives to tag

Twitter: [twitter.com/WCNEgives](https://twitter.com/WCNEgives)  
@WCNEgives to tag

Instagram: [Instagram.com/WCNEgives](https://Instagram.com/WCNEgives)  
@WCNEgives to tag

### Plan

Take time before the WCNEGives to plan out your social media approach:

- What stories will your organization tell?
  - Who will handle Facebook updates and Twitter conversations?
  - Use the Giving Day hashtag—#WCNEGives—in all of your Tweets and posts.
  - Add your social media account links to your email signature, newsletters, websites and print materials right away.
  - Ask staff, board members and friends to get connected and be brand ambassadors for you.
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## Engage

- WCNEGives is an opportunity for your nonprofit to increase visibility in the community; use this day to your advantage!
- With social media, the audience is in control and your job is to engage them by adding value to relevant, interesting, shareable content.
- Engage in authentic, personal conversation with other users. Don't forget to participate in the conversation and respond to what others are saying.
- Ask your followers questions that they would be inclined to answer, such as why your nonprofit is important to them or how they like to get involved in the community.
- Follow the hashtag #WCNEGives to follow what is being posted online.

## Facebook Tips

- Follow the Washington County Gives Facebook page so you can stay connected with updates, important information and tips.
- Follow others' pages from your organization page.
- There is a difference between "liking" a page from your personal profile and "liking" a page from your organization's page. It's important to do both! Go to the page you want to like. Click the "●●●" button below the cover photo. Select "Like as Your Page." Select a page and click "submit." Then, click the "like" button to like the page as your personal profile.
- Use Facebook to deepen relationships and connect with followers.
- Ask open-ended questions to stoke conversation and use Facebook as a two-way street.
- Highlight the good work that others are doing in addition to just your own.
- Mix up the content with pictures and video.
- Respond and show people that you're listening.
- Tell stories! With permission, develop relatable stories about board members or supporters' experiences.

## Sample Facebook Posts

- Your #WCNEGives donation is a direct investment in our community. We can't wait to see the impact your donations have on [your nonprofit] this year!
  - Can't wait to be a part of such a BIG day in our community on December 3rd! What does #WCNEGives mean to you?
  - The real success of #WCNEGives will not be the big dollars, but the big impact those dollars will have when our local nonprofits put them to work! Help your community by giving on December 3rd at [WCNEGives.org](http://WCNEGives.org).
  - December 3rd: Tomorrow is #WCNEGives! Want a quick, easy way to help your community? Your gift goes further on [WCNEGives.org](http://WCNEGives.org).
  - What better way to start your day than with a gift that will make a difference! Join us in giving back to Washington County TODAY for #WCNEGives!
  - Let's rally this community's generous spirit. Get up and GIVE for #WCNEGives! Visit [WCNEGives.org](http://WCNEGives.org) TODAY to make a difference!
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- Washington County is waking up on the right side of the bed today! Grab your coffee and get online at [WCNEGives.org](http://WCNEGives.org) to take part in #WCNEGives!
- Good morning Washington County! Help make the community a brighter place tomorrow by donating to local nonprofits today with #WCNEGives.
- Today is the day! Rise and shine Washington County – time to show this community the impact we can make when we join together! Make your gift to the nonprofits of your choice! #WCNEGives

### Twitter Tips

- Follow @WCNEgives from your organization’s Twitter account.
- Also follow people/organizations that are important to your organization...people who have raised funds for you before, those who hold important positions in your community, experts in your area, or people who are already talking about your interests.
- Start talking, but have something to offer, such as links to your website, pictures, and videos about your organization.
- Pictures and videos are the most shared (or retweeted) items online, and most of them aren’t professional shots (so don’t hesitate to upload your own photos of staff members /volunteers in action or events from the day).
- Actively following users tweeting about Giving Day, your organization, and related topics as well as following hashtag conversations are great ways to broaden your community and engage in the larger conversation.
- Use the Giving Day hashtag—#WCNEGives—in all of your Tweets.
- People interested in meeting others who are speaking about a topic of interest can follow hashtags to see what is being said.

### Sample Twitter Posts

- Get up and Give for #WCNEGives on December 3rd!
- Which nonprofits inspire you in this community? Give back today! #WCNEGives
- Help us harness the power of collective giving! Invest in us for #WCNEGives.
- Keep that giving spirit alive in Washington County! XX more hours to maximize your gift with #WCNEGives!
- Wow! This community’s generosity is blowing us away! XX more hours to join the cause!
- Give where you live until midnight TODAY! Your local nonprofits need your support. Join us in giving back for #WCNEGives!
- Your gift can mean a world of difference for [your nonprofit's mission]. Please consider donating TODAY with #WCNEGives!
- Help us reach our #WCNEGives donation goal so we can [accomplish your mission]!
- Everyone can be a philanthropist! Help us reach our goals with #WCNEGives!

### Sample Social Media Posts for Brand Ambassadors (fans of your organization)

- Encourage Ambassadors to Like, Share, Retweet and Post on behalf of your organization.
  - Save the date! #WCNEGives is on December 3rd. Help support [your nonprofit] and donate to [insert nonprofit [WCNEGives.org](http://WCNEGives.org) profile link]
  - My #WCNEGives Day gift will help [your nonprofit] [accomplish some goal]. Help them achieve it by donating on
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December 3rd!

- I support [your nonprofit] because [reason]. You can support them too by donating to
- #WCNEGives on December 3rd!
- #WCNEGives starts now! Help me support [your nonprofit]! [insert direct donation link]
- When you give to [your nonprofit] during #WCNEGives, you can help them [achieve some goal]. Donate today! [Insert direct donation link]
- [your nonprofit] is participating in #WCNEGives! Show your support and donate now!
- [your nonprofit] does [enter mission] for our community. I am proud to support them during
- #WCNEGives. You can donate too! [Insert direct donation link]
- Do you have a nonprofit that you are passionate about? I support [your nonprofit] because [some reason]. Consider donating to them today for #WCNEGives!

### Sample Social Media Posts – Philanthropic Quotes

- “We rise by lifting others.” – Robert Ingersoll #WCNEGives
  - “When you’re in a position to have gotten so much, the gift at this point is giving back.” –Paul Stanley #WCNEGives
  - “In a gentle way, you can shake the world.” – Mahatma Gandhi. Help shake the world with us on December 3rd! #WCNEGives
  - “The purpose of life is to contribute in some way to making things better.” – Robert F. Kennedy. Contribute to your community with #WCNEGives!
  - “Giving back is something that comes from the heart to me. It’s not that I do it because it’s the right thing: I do it because I want to do it.” – Henry Kravis #WCNEGives
  - “I am only one, but still I am one. I cannot do everything, but still I can do something; and because I cannot do everything, I will not refuse to do something that I can do.” – Helen Keller. Every gift matters. Join us for #WCNEGives!
  - “At the end of the day it’s not about what you have or even what you’ve accomplished...it’s about who you’ve lifted up, who you’ve made better. It’s about what you’ve given back.” –Denzel Washington #WCNEGives
  - “How wonderful that no one need wait a single moment to improve the world.” – Anne Frank.
  - Don’t wait! Join us for #WCNEGives!
  - “Act as if what you do makes a difference. It does.” – William James. Make a difference in your community with #WCNEGives
  - “Think of giving not only as a duty but as a privilege.” – John D. Rockefeller. #WCNEGives
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## Sample Templates

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### Sample Email Signature

Add this language to the bottom of your email signatures for all outgoing communications:

- SAVE THE DATE – Washington County Gives is on December 3<sup>rd</sup>, 2024! Make your donation at [WCNEGives.org](https://WCNEGives.org) between midnight and midnight on December 3<sup>rd</sup> and your gift(s) will help registered nonprofits reach their goals!

### Sample Thank You Language

- On behalf of [your nonprofit], thank you for participating in #WCNEGives[yesterday/last week]! Your contribution went even further thanks to the bonus funds and prizes to help [name of nonprofit] continue to [insert mission]. Thank you for taking part in this important day of giving for our region! We are so excited to get to work!

### Newsletter

[YOUR ORGANIZATION] is proud to be participating in Washington County Gives, a 24-hour charitable challenge powered by the Washington County Chamber of Commerce and Washington County Community Foundation. The online giving holiday will take place December 3<sup>rd</sup> from midnight to midnight. Mark your calendars because we will need your help! We will be joining our local nonprofits to raise money together and compete for prize money—the more donors we get to give to us, the more likely we are to win prizes! WCNEGives is a community-wide event to show off Washington County's spirit of giving, raise awareness about local nonprofits, and celebrate the collective effort it takes to make this area great. Learn more at [WCNEGives.org](https://WCNEGives.org).

How can you help [YOUR ORG] during Washington County Gives?

- Save the date. December 3<sup>rd</sup>, 2024 will be a great day of generosity in Washington County. Get excited and ready to share your enthusiasm for [YOUR ORG] throughout the day.
- Donate to us on December 3<sup>rd</sup>!
- Spread the word! Tell your friends that you will be giving to [YOUR ORG] during the WCNEGives on December 3<sup>rd</sup> and that you need their help.
- Post about WCNEGives on your social media pages.
- Don't forget to use #WCNEGives
- Thank you for your support! Thank you for your ongoing support of [YOUR ORG]. We can't wait to see Washington County band together to give big!

### ABOUT Washington County Gives

Washington County's 24-hour charitable challenge is happening on December 3<sup>rd</sup>. The giving begins at midnight. So start gathering your circles and get ready for a great big give-together! Powered by the Washington County Chamber of Commerce and Washington County Community Foundation, WCNEGives inspires the community to come together for 24-hours to give as much as possible to support the work of public 501(c)(3) nonprofits in Washington County.

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## Timeline for Promoting Washington County Gives

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### 2-3 Weeks Out

- Step-up your communications through e-mail, Facebook, Twitter, newsletters, and other channels you currently use.
- Make sure your entire office staff knows about Washington County Gives, so they can answer any incoming questions. Get your staff and volunteers involved!
- Do you have an event between now and December 3rd? Use this opportunity to promote #WCNEGives and remind your donors to support you that day!
- Ask your supporters to help spread the word with their networks.
- If you haven't already, now's the time to send a postcard/mailling reminding people about the big day!

### 1 Week Out

- Start your countdown to the event via e-mail and social media.
- Talk to your audiences about why the #WCNEGives is important to your organization.
- Make sure everyone is invited to whatever events you are planning for December 3rd.

### 1-2 Days Out

- Remind your donors by e-mail and social media.
- Make sure you are emphasizing your goals and issue calls to action directing them where to give.
- Ask for help spreading the word.
- Make it clear how to give. Direct your supporters to donate at [WCNEGives.org](http://WCNEGives.org).

### During Washington County Gives Day

- Remind them of your contribution goals.
- Include specific asks throughout the day in your communications and e-mails. Ask people to spread the word to their friends about your organization and #WCNEgives!
- Most importantly, wave the flag. Let your participation be known and use storytelling to encourage people to give. The louder you are this day on both social media and in a physical realm in your community, the more successful you will be.

### After Washington County Gives Day

- Announce your totals on social media.
  - Send out broad thank you communications and plan targeted "thank you" notes to those who gave to your organization during Washington County Gives.
  - Make a plan to engage #WCNEGives donors throughout the year.
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