



# Day of Giving and Unity Marketing

The Day of Giving and Unity is a 28-hour giving event beginning Tuesday, May 4 at 8:00 a.m., and ending Wednesday May 5 at 12:00 p.m. This a global initiative that began in 2020 as a response to COVID-19 and the economic crisis that ensued. WCF has chosen to continue this campaign to address the continued needs of local nonprofits due to the cancelation of events and continued issues related to COVID-19. Due to the short nature of the campaign, promotion prior to the event date will be critical to its overall success. We encourage you and your non-profit to participate in driving the anticipation and support for the program.

- Once your non-profit has received notification of approval to be a part of the Day of Giving and Unity, you should start to promote your involvement.
- The link to the grant catalog/donation site will be live on April 21<sup>st</sup> to give you ample time to share it with your donors and the public before the campaign begins on May 4<sup>th</sup>. Simply go to the Grants Catalog, click on your non-profit, and copy the link from your donation page to use in your marketing efforts
- The Day of Giving and Unity logo is available for download on the Community Foundation's website: [www.whitefishcommunityfoundation.org](http://www.whitefishcommunityfoundation.org) or we can email it to you directly. Please submit logo requests to [contact@whitefishcommunityfoundation.org](mailto:contact@whitefishcommunityfoundation.org)
- The Day of Giving and Unity logo must not be altered or changed
- Please use social media platforms, donor email newsletters, podcasts, video, your website, etc. to get the word out and share your donation link.
- The Whitefish Community Foundation will be supporting the campaign with: Social media platforms, email newsletters, on our website, newspaper ads, and radio
- Remind your donors that you will receive a match of \$1,000 from WCF once you raise \$2,000 or more on the Day of Giving.
- Incentive Grants of \$100 will be drawn every 30 minutes throughout the campaign from the donations received and two from each of the banks gathering donations during the campaign: First Interstate Bank, Glacier Bank, and Park Side Credit Union. A total of \$2,400 will be awarded.

This is an unprecedented time in our community and people want to help. Getting the word out about the Day of Giving and Unity, along with your specific needs as a non-profit is vital to making the most of this short time period. Whitefish Community Foundation is looking forward to making this campaign as successful as possible for your organization. Please reach out to us if you have any questions.