2021 Great Fish Community Challenge Marketing Frequently Asked Questions

1. **When can I begin telling my donors about the campaign?**
   Once your nonprofit has received notification of approval to be a part of the Great Fish Community Challenge, you should start to promote your involvement.

2. **How do I direct donors to make a gift?**
   Donors can make one gift and benefit several charities. Donate online, donate by check using the official campaign brochure, or call the Foundation to make a gift with an IRA rollover or transfer of stock. Donors will be able to make an online donation beginning August 5th at [https://whitefishcf.fcsuite.com/erp/donate/list](https://whitefishcf.fcsuite.com/erp/donate/list) and you will be able to access a direct link to your organization’s donation page. Here are detailed instructions for all the ways a donor can make a gift in the Great Fish Community Challenge: [https://whitefishcommunityfoundation.org/donations/ways-to-donate/](https://whitefishcommunityfoundation.org/donations/ways-to-donate/)

3. **What are the preferred marketing activities for communicating with my donors about the campaign?**
   Please use social media platforms, donor email newsletters, podcasts, video, your website, etc. to get the word out and share your donation link. You can tag Whitefish Community Foundation in your social media posts.
   - Instagram: @whitefishcommunityfoundation
   - Facebook: @WhitefishCommunity
   - Twitter: @wfgreatfish
   - Vimeo: [https://vimeo.com/user81620337](https://vimeo.com/user81620337)

   Prior to printing or publishing any printed Great Fish Community Challenge promotional materials, including ads, please share your files with Whitefish Community Foundation at [contact@whitefishcommunityfoundation.org](mailto:contact@whitefishcommunityfoundation.org).

4. **What information about the Great Fish Community Challenge should I share with my donors?**
   In promotional and solicitation materials, organizations are encouraged to include the following:
   - The Great Fish Community Challenge giving period is August 5 to September 17, 2021.
   - The Great Fish Launch Party is August 5 from 5:30-7:30 p.m. at Glacier Bank in downtown Whitefish.
• The Great Fish Fun Run & Community Celebration is September 11 from 9 a.m. to 1 p.m. at Depot Park in Whitefish.
• The Great Fish Awards Ceremony is October 25 at 5:30 p.m. at the O’Shaughnessy Center in Whitefish.
• Organizations receive gifts designated to them. Those organizations that raise at least $5,000 will also receive a Great Fish Matching Grant. The Matching Grant will be a percentage match calculated on the first $20,000 raised by the organization.
• Whitefish Community Foundation will launch the Great Fish Match Fund with $200,000, inspiring our community to give and making the Great Fish Community Challenge possible. The match percentage awarded will depend on the ratio between the total amount raised in the Great Fish Match Fund and the total amount of eligible designated contributions raised by participating nonprofit organizations.
• Gifts benefiting participating nonprofits must be made directly to Whitefish Community Foundation.
• Donors can give to more than one organization with a single gift to Whitefish Community Foundation.

5. What marketing materials and resources are available to me to promote the campaign?

To encourage consistency in marketing the Great Fish Community Challenge and to help donors connect organizations with this opportunity to give, Whitefish Community Foundation provides participating organizations with several branded tools in the toolkit on our website, including:

Logos: You have access to the Great Fish Community Challenge logo and the Whitefish Community Foundation logo. Logos may not be altered or embellished and must always appear upright. Color substitutions are not allowed. The logos can be used in a variety of applications, including, but not limited to: newspaper, magazine, and television advertisements; email newsletters, websites, and social media posts; postcards, brochures, signs, and solicitation letters.

Flyer Template: You have access to an 8.5 x 11 flyer.

Postcard: You have access to two different sizes of postcards onto which you can place your organization’s logo. There is also space on the postcards for you to write a personal message. If you would like to print high-resolution copies of the postcards, you can choose to order them from Towne Printer in Kalispell. Towne Printer has the postcards on file.

Donation Form: You will have access to a printable pdf of the official donation form as we get closer to the start of the campaign. You may photocopy the donation form, but please do not replicate or recreate it.

Fun Run Registration Form: You have access to a printable pdf of the race registration form. You may copy the registration form, but please do not replicate or recreate it. Fun Run
participants can also register for the event online at https://runsignup.com/Race/MT/Whitefish/Fish5KColorRun.

You will be able to download all these marketing materials from https://whitefishcommunityfoundation.org/faq/.

6. How will Whitefish Community Foundation market the campaign? Whitefish Community Foundation is promoting the campaign with social media posts and email newsletters, on our website, and in newspaper and radio ads and radio interviews.

7. What are the allowable uses of the Great Fish Community Challenge name?

**Acceptable references** to the Great Fish Community Challenge and associated events include:
- 2021 Great Fish Community Challenge
- Great Fish Community Challenge
- Great Fish Match Fund
- Great Fish Launch Party
- Great Fish Fun Run & Community Celebration
- Great Fish Awards Ceremony

**Unacceptable references** to the Great Fish Community Challenge include, but are not limited to:
- Great Fish
- 2021 GFCC
- GFCC
- GFCC and Fish 5K Fun Run
- Great Fish Color Run

8. How should we refer to Whitefish Community Foundation in our campaign marketing efforts?

If your nonprofit is accepted to participate in the Great Fish Community Challenge, please refer to Whitefish Community Foundation as the sponsor of the Challenge. The Great Fish Community Challenge is not a nonprofit entity and is not the sponsor.

It is permissible to state
- The Great Fish Community Challenge is brought to you by Whitefish Community Foundation
- The Great Fish Community Challenge is a program of Whitefish Community Foundation
- <Your Organization Name> is participating in the Great Fish Community Challenge

It is not permissible to state
- The Great Fish Community Challenge is brought to you by <Your Organization’s Name>
- The Great Fish Community Challenge is a program of <Your Organization’s Name>
- <Your Organization’s Name> is a partner in the Great Fish Community Challenge
- <Your Organization’s Name> is a partner with the Great Fish Community Challenge