

2022 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 can let your donors know that you will be participating in the Challenge August 4 - September 16, 2022. However, to avoid donor fatigue, we request that you wait until the Challenge opens to begin marketing for donations.

2. How do I direct donors to make a gift?

Donors can make one gift and benefit several charities. Donate online, donate by check payable to Whitefish Community Foundation and accompanied by the official donation form, 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 4, 2022 at <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/>

3. What are the preferred marketing activities for communicating with my donors about the campaign?

Please use social media platforms, donor email newsletters, and your website to get the word out and share your donation link. To avoid exhausting your donors (many of whom also donate to other nonprofits that are participating in the Challenge), we request that you do not bombard them with mailings. Prioritize low- to zero-cost marketing strategies rather than expensive ads and mailings. Note that you have access to several branded resources that can be used to communicate with your donors without spending a lot of money or time. (See question 5 for complete list of available tools.)

A few days prior to the Launch, Whitefish Community Foundation will mail official donation forms to all donors who gave in last year's Challenge, so there is no need for your organization to duplicate our efforts. At the Launch, you will be provided with 50 donation forms that you can use to attract new donors throughout the Challenge.

To protect the spirit of the Challenge, always check with Whitefish Community Foundation before engaging in any of the following marketing activities:

- Issuing press releases that mention the Challenge or WCF
- Running advertisements that mention the Challenge or WCF
- Printing materials that promote the Challenge
- Planning events/gatherings to promote your participation in the Challenge

You can tag Whitefish Community Foundation in your social media posts.

Instagram: @whitefishcommunityfoundation

Facebook: @WhitefishCommunity

#GFCC2022

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 4, 2022 through September 16, 2022.
- The Great Fish Launch Party is from 5:30 to 7 p.m. on August 4, 2022 at Park Side Credit Union in Whitefish.
- Great Fish On Air with KGEZ, a live radio event, begins at 7 a.m. on Friday, August 26, 2022 on AM 600 and FM 96.5.
- The Great Fish Fun Run & Community Celebration is from 9:00 a.m. to 1:00 p.m. on September 10, 2022 at Depot Park in Whitefish.
- The Great Fish Awards Ceremony is October 17, 2022 at 4:30 p.m. outside at Whitefish Lake Restaurant.
- Organizations receive gifts designated to them. Those organizations that raise at least \$10,000 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 \$300,000, 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 and be accompanied by an official donation form. All checks must be payable to Whitefish Community Foundation and accompanied by an official donation form.
- 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 marketing toolkit on our website, including:

Logo: You have access to the Great Fish Community Challenge logo. The Great Fish Community Challenge logo may not be altered or embellished and must always appear upright.

Color substitutions are not allowed. You can use the logo in your newsletters, on your website, and in your social media posts. **Remember to contact us prior to publishing any materials or advertisements promoting the Challenge.**

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

Postcard: You have access to a postcard onto which you can place your organization's logo. There is also space on the postcard for you to write a personal message.

Donation Form: You have access to a printable pdf of the official donation form, which must accompany every donation to the Challenge. You may photocopy the donation form, but please do not replicate or recreate it. Also, remember that Whitefish Community Foundation will mail copies of the form to every individual who donated to last year's Great Fish Community Challenge.

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. A link to the online registration site will be available at whitefishcommunityfoundation.org/great-fish and in all digital communications from Whitefish Community Foundation during the campaign.

You can download all of these marketing materials from
<https://whitefishcommunityfoundation.org/faq/>.

6. How will Whitefish Community Foundation market the campaign?

Whitefish Community Foundation will mail official donation forms to every individual who donated to last year's Great Fish Community Challenge, run weekly ads in local media (print and broadcast), hold a radio-thon (Great Fish on Air with KGEZ), display table tents at restaurants, bars and coffee shops, and distribute Use of Funds brochures at high traffic businesses. We will also promote the Challenge on our website, on our social media channels, in our donor newsletters, and at pop-up donation stations around the Flathead Valley.

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:

- 2022 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
- 2022 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