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 Great Fish Community Challenge August 10 - September 15, 2023. However, please 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 using the official donor 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 10, 2023 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.

You can tag Whitefish Community Foundation in your social media posts.
Instagram: @whitefishcommunityfoundation
Facebook: @WhitefishCommunity
#GFCC2023

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 10, 2023 through September 15, 2023.
- The Great Fish Launch Party is from 5:30 to 7 p.m. on August 10, 2023 at First Interstate Bank in Whitefish.
- Great Fish On Air with KGEZ, a live radio event, will begin at 7 a.m. on Friday, August 25, 2023 on AM 600 and FM 96.5.
- The Great Fish Fun Run & Community Celebration will be from 9:00 a.m. to 1:00 p.m. on September 9, 2023 at Depot Park in Whitefish.

- The Great Fish Awards Ceremony will be October 24, 2023 at the Wachholz College Center in Kalispell.
- 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. All checks must be payable 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:

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. **Please let us review printed materials or advertisements promoting the Challenge prior to publishing.**

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. You may photocopy the donation form, but may not replicate or recreate it.

Fun Run Registration Form: 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. We will not accept paper registrations this year.

You can download all of these marketing materials from [https://whitefishcommunityfoundation.org/faq/.](https://whitefishcommunityfoundation.org/faq/)

6. **How will Whitefish Community Foundation market the campaign?**

Whitefish Community Foundation will mail 5,000 official donation forms, run ads in local media (print and broadcast), hold a radio-thon (Great Fish on Air with KGEZ), and insert the Great Fish Community Challenge donation form into the Whitefish Pilot and Daily Inter Lake. We will also promote the Challenge through our website, social media channels, and donor newsletters.

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:
- 2023 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
- The Challenge (allowable as a second/subsequent reference to the Great Fish Community Challenge and interchangeable with the word campaign)

Unacceptable references to the Great Fish Community Challenge include, but are not limited to:
- Great Fish
- Great Fish Challenge
- 2023 GFCC
- GFCC
- GFCC and Fish 5K Fun 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. Please note that the article "the" does not precede Whitefish Community Foundation.

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/with the Great Fish Community Challenge