every.org

#FallGivingChallenge - Activation Toolkit

About Every.org:

A 501(c)(3) nonprofit building accessible giving infrastructure to help every person and organization use technology for good. We're creating a platform where people can share causes that are important to them, and leverage the power of their communities to make an impact. Head to our blog post for more details about the #FallGivingChallenge.

Thank you for allowing us to be a part of your mission! If you have any questions feel free to reach out to us at partners@every.org.

If you need any Every.org logos, please see www.every.org/brand.

Getting Started:

1. Claim your nonprofit profile

Head to every.org/nonprofits/get-started and type in your organization's name or EIN number. This optional step will allow you to view donation information in real time.

2. Connect a story to your campaign

Donors activate when there is a story connected to your organization and mission. Share who your mission impacts and how the donor's gift will help keep your mission going. Highlight and celebrate the work your organization has done so far. Check out Storytelling for Crowdfunding Campaigns by Causevox and TechSoup for more tips.

3. Reach out directly to your strongest supporters

We recommend reaching out to your strongest supporters to make the first donations, share why they donated, and share their donations on your social platforms or with your community. This can create a ripple effect of giving as new donors see others already supporting you on Every.org.

Email

The best way to reach out to your supporters is through email. Below is a sample message of what you can share with your donors.

Sample Message

Subject: Your donation matched up to $100 with #FallGivingChallenge on Every.org

Body:
[Share about why your mission and story matter and the impact you're creating. How will this match amplify the work you're doing?]

Generous donors have created a matching fund to encourage more people to support organizations via Every.org, expiring Nov. 30. While funds last, donate at every.org/[your nonprofit] and you will get up to $100 of your donation matched. You can only use this match once, use it towards [your nonprofit] today!

Inspire greater generosity by taking action with us today:

1. Go to every.org/[your nonprofit] and make a donation.
2. Get your donation immediately matched up to $100.
3. Share with friends and family! Multiply your impact by sharing your donation and why you donated. Don't be shy - the best way to increase your impact is by sharing what you care about.

Even if you aren't in a position to donate this year, sharing every.org/[your nonprofit] and the match with your community will help us bring awareness to our cause and work. Let's create a wave of generosity!

Update Website

You can update your website's donate link to point to every.org/[your nonprofit] so that all of your donors can benefit.

Social Media and Content

Here are some example social media posts that you can copy and paste with your information. You know your audience best, so feel free to adjust it as you see fit! For

content and graphics to download to post to your social media channels you can head to every.org/brand.

Tagging and Hashtags

- Hashtag: #FallGivingChallenge [+ your nonprofit's hashtags if you have one]
- Feel free to include commonly used hashtags like: #givingback #charity #community. Visit https://www.flick.tech/learn/hashtags/givingback for more ideas on what hashtags to use.
- We recommend updating the link in your bio to your nonprofit's Every.org URL to make it easier for people to donate during the month of November.
- Tag @everydotorg on social media so we can help share and amplify your mission further.
  - Instagram: everydotorg
  - Facebook: everydotorg
  - Twitter: everydotorg

Sample Messages

Instagram/Facebook

[Share about why your mission and story matter and the impact you're creating. How will this match amplify the work you're doing?]

Your donation will be matched up to $100 during November with @everydotorg's #FallGivingChallenge!

To get your donation matched:
1. Go to every.org/[your nonprofit] and make a donation.
2. Your donation will be automatically matched up to $100
3. Share with friends and family! Multiply your impact by sharing your donation and why you donated. Don't be shy - the best way to increase your impact is by sharing what you care about.

Even if you aren't in a position to donate this year, sharing every.org/[your nonprofit] and the match with your community will help us bring awareness to our cause and work.

Twitter

Double your donation during the #FallGivingChallenge on @everydotorg! Donate at every.org/[your nonprofit] and get your donation matched up to $100.