

Raising Minds

Minds Matter Bay Area (MMBay) Giving Campaign Toolkit and Instructions for Volunteers

Toolkit: Quick Links to Resources

- [Campaign Website](#) (a "one-stop shop" of information, to direct your colleagues to)
- [Volunteer Database \(via MMBay Platform\)](#) (to see if volunteers at MMBay work where you work, and have an opportunity to team up with them for a campaign at your company for maximum impact)
 - Log into the [MMBay platform](#)
 - Using the search box in the upper right hand corner, search for your company name. It should appear in the dropdown menu - click on that menu item.
 - The Company Details page has all the current & former volunteers who work for your company. **Please only reach out to volunteers that have a status of Current or Accepted**, as only their information has been verified.
 - If you have any questions about the Platform, please reach out to niharika.ray@mindsmatterbay.org.
- [Specific Unit Costs of MMBay's Services](#) (numbers that help you solicit smaller individual gifts)
- [Digital Brochure](#) (a digital flipbook on MMBay, to share with your company, colleagues, and friends and family)
- [Email Templates](#) (for reaching out to your company's charitable team, for sharing with your colleagues, for sharing with your friends and family)
- [Slack Template](#) (for sharing with your colleagues on Slack, Teams, or other messaging platforms)
- [Social Media Postings](#) (LinkedIn, Instagram, X / Twitter, and Facebook)
- Literature Corner (pulled from [MMBay' Thought Leadership page](#) and [Youtube Channel](#)):
 - 1) [MMBay Student Alumna Speech: Jielu Amy Yu](#) → **hot off the presses!**
 - 2) [On MMBay's Mission: Interview with CEO Irene Shih](#)
 - 3) [MMBay's Nonprofit Quarterly white paper on affirmative action and opportunity gap](#)
 - 4) [MMBay's feature piece with the U.S. Chamber of Commerce Foundation](#)
 - 5) [Venture Visionaries podcast interview with CEO Irene Shih](#)
 - 6) [Forbes article on MMBay's volunteer culture](#)

Toolkit: Step-by-Step Instructions for Volunteers

Step 1: Review our [Campaign Website](#) and Materials.

- Pay special attention to our [Stories](#).
- Review our Literature Corner:
 - 1) [MMBay Student Alumna Speech: Jielu Amy Yu](#) → **hot off the presses!**
 - 2) [On MMBay's Mission: Interview with CEO Irene Shih](#)
 - 3) [MMBay's Nonprofit Quarterly white paper on affirmative action and opportunity gap](#)
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 - 6) [Forbes article on MMBay's volunteer culture](#)
- Take the time to understand levels of giving (and the specific unit costs of MMBay's services) in the [Support Us](#) section.
- Familiarize yourself with talking points [About Our Program](#).
- Check out the growing list of people and companies who have supported our campaign on the [Gifts Matched](#) page (we will update this page weekly during the campaign).

Step 2: Review our [Volunteer Database \(via MMBay Platform\)](#) to see if other MMBay volunteers also work at your company.

- If **yes**, please reach out to them to collaborate / coordinate on a group donation campaign at your company. Then, as a group, proceed to Step 3.
- If **no**, proceed directly to Step 3.

Step 3: Reach out to your company's Charitable Team, to better understand whether your company offers matching donations for gifts made by employees. (If you already know, skip to Step 4.)

- Use [Email Template A: Outreach to Your Company's Charitable Team](#), to help you craft your communication.
- Feel free to adjust your message as needed.
- Do leverage resources like our [Campaign Website](#) and our [Digital Brochure](#) to support your message.
- Do leverage our pieces from our Literature Corner to amplify your message:
 - 1) [MMBay Student Alumna Speech: Jielu Amy Yu](#) → **hot off the presses!**
 - 2) [On MMBay's Mission: Interview with CEO Irene Shih](#)
 - 3) [MMBay's Nonprofit Quarterly white paper on affirmative action and opportunity gap](#)
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 - 6) [Forbes article on MMBay's volunteer culture](#)

Step 4: If your company **does offer matching donations for gifts made by employees:**

- Select the colleagues at your company that you would like to do outreach to. If you are one of multiple MMBay volunteers at your company, collaborate / coordinate to figure out how many people you should each be reaching out to.
- Use [Email Template B: Outreach to Your Colleagues](#), to help you craft your communication.
- Feel free to adjust your message as needed, especially to incorporate information specific to your company's approach to gift matching.

- Use [our Slack Template](#) to help craft your communication, if your company prefers Slack, Teams, or other messaging platforms over email.
- Do leverage resources like our [Campaign Website](#) and our [Digital Brochure](#) to support your message.
- Do leverage our pieces from our Literature Corner to amplify your message:
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 - 2) [On MMBay's Mission: Interview with CEO Irene Shih](#)
 - 3) [MMBay's Nonprofit Quarterly white paper on affirmative action and opportunity gap](#)
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 - 6) [Forbes article on MMBay's volunteer culture](#)

Step 5: If your company **does not offer matching donations for gifts made by employees:**

- Ask if your company has other forms of giving (e.g. grants or sponsorships for education-focused orgs).
- Pursue your own campaign to reach out to colleagues, friends, and family. Use [Email Template B: Outreach to Your Colleagues](#), [Email Template C: Outreach to Your Family and Friends](#), or use [our Slack Template](#).
- Feel free to adjust your message as needed.
- Do leverage resources like our [Campaign Website](#) and our [Digital Brochure](#) to support your message.
- Do leverage our pieces from our Literature Corner to amplify your message:
 - 1) [MMBay Student Alumna Speech: Jielu Amy Yu](#) → **hot off the presses!**
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Step 6: Use social media (LinkedIn, Instagram, Twitter, Facebook) to promote our campaign:

- Follow Minds Matter Bay Area's [LinkedIn page](#), [Instagram page](#), [X / Twitter page](#), and [Facebook page](#).
- Like and reshare our posts when they come up on your feed!
- For additional social media promotion of MMBay, please follow the following schedule of posts that have been laid out week-by-week of our campaign. Please keep in mind that **12/3 is Giving Tuesday** - please do prioritize posting on that day!

	LinkedIn / Instagram / X / Facebook
Week 0 (11/11 to 11/15)	11/14 (Thursday) Post → Student Alumna Jielu Amy Y's Speech 11/15 (Friday) Post → Student Alumna Feature on Jielu Amy Yu
Week 1	11/18 (Monday) Post → Student Alumnus Feature on Benton Liang

(11/18 to 11/22)	11/20 (Wednesday) Post → MMBay Feature on Creating Opportunities 11/22 (Friday) Post → Volunteer Leader Feature on Greta Xiong
Week 2 (11/25 to 11/29)	11/25 (Monday) Post → Student Alumna Feature on Florante Masangcay 11/27 (Wednesday) Post → MMBay Feature on Shifting Economic Curve 11/29 (Friday) Post → Volunteer Leader Feature on Rohini Venkatesan
Week 3 (12/2 to 12/6)	12/2 (Monday) Post → Award Winners Long Tran & Niharika Ray's Speeches 12/3 (Giving Tuesday!) Post → Student Alumna Feature on Lana Nguyen 12/6 Post (Friday) Post → Volunteer Leader Feature on Erin Nielsen
Week 4 (12/9 to 12/13)	12/9 (Monday) Post → Volunteer Leader Feature on Kathy Kang 12/11 (Wednesday) Post → MMBay Feature on Mentorship and Hope 12/13 (Friday) Post → Volunteer Leader Feature on Matthew Wong
Week 5 (12/16 to 12/20)	12/16 (Monday) Post → Volunteer Leader Feature on Annie Lin 12/18 (Wednesday) Post → MMBay Feature on Breaking the Barrier 12/20 (Friday) Post → Volunteer Leader Feature on Mary Wu
Week 6 (12/23 to 12/27)	12/23 (Monday) Post → MMBay Feature on Shifting the Economic Curve 12/25 (Wednesday) Post → Volunteer Leader Feature on Jaclyn Peng
Week 7 (12/30 to 1/1)	12/31 (Tuesday) Post → MMBay Feature on Creating Opportunities