UnCharitable

Outreach & Messaging Toolkit

Toolkit Introduction

Local nonprofits and businesses have teamed up to shift the conversation about nonprofit effectiveness in southwest Washington. Together, we are promoting a free screening of UnCharitable, a documentary based on Dan Pallotta's influential TED Talk. The film offers a compelling critique of five limitations holding nonprofits back:

1. **Compensation:** nonprofits have to continually advocate for compensating skilled staff fairly and can come under fire more easily
2. **Marketing:** nonprofits are seen as wasteful if they invest money into building out infrastructure to raise awareness around fundraising for their operations
3. **Risk:** nonprofits are not allowed to take risks like corporations are, leading to less innovation in solving the problems our society faces
4. **Time:** the window for success in the nonprofit space is forced into the short term, where long-term solutions that can span decades are not given space to thrive
5. **Capital:** nonprofits are shut off from the larger capital markets, including the ability to generate investment dollars in ways that Wall Street can for their businesses

Following the screening, attendees will hear from a diverse panel of local experts discussing how these limitations affect local nonprofits and what actions people can take to help change the dynamic. We hope this event will inspire meaningful conversations, shift thinking and accelerate nonprofit impact in southwest Washington.

First, we need to unite as a sector. As a nonprofit, you can help by getting the word out to your supporters. We've compiled this toolkit to make spreading the message easy. You'll find social media images to share, email content to send and flyers to post. With your help, we can raise awareness for this special event and reimagine how we give.

Event Details

Event Title: UnCharitable
Tagline: A documentary and dialogue to reimagine how we give.
When: Wednesday, October 30; 4:30 p.m. to 7:30 p.m. (Full agenda listed online)
Where: Clark College, Gaiser Hall | 1933 Fort Vancouver Way, Vancouver, WA 98663 (MAP)
Registration link: cfsww.org/uncharitable
Cost: Free **(Registration required)**

Purpose

Inspire people to think about giving differently and empower nonprofits to achieve their missions and amplify impact.

Goals

- Gather 300 donors, volunteers and nonprofit supporters for the event
- Educate attendees about the pitfalls of the “overhead myth” and best practices for giving
- Localize the issues and engage attendees through a post-event panel discussion
- Encourage attendees to ditch the “overhead myth” by taking steps locally and nationally

Audience

While this film focuses on charities, most nonprofit professionals understand the issues discussed. To spread this message beyond the nonprofit sector, we hope to attract active community members who are less familiar with the overhead myth. This includes donors, board members, volunteers, advocates, public officials and engaged residents.

Sponsors & Organizers

Quotes from our Sponsors

“The value of a donation is demonstrated by the impact it creates. UnCharitable expands on this idea and helps us understand the full cost of achieving big outcomes.”

Matt Morton, President
Community Foundation for Southwest Washington

“I hear from donors and nonprofits every day who want to see more trusting relationships guide philanthropy in the future.”

Kate Sacamano, Owner
Giving Solutions Group

“Whether you are a staff or board member, donor or volunteer, UnCharitable will challenge your thinking about philanthropy and the nonprofit sector.”

Megan Dixon, Board Vice Chair
Ripple Impact NW

Continue to the next page for our Outreach & Messaging Guide

Outreach & Messaging Guide

As a participating organization, you can promote UnCharitable by engaging your networks. To make it easy, we've created sections for social media graphics, sample social media posts, draft email content and key messaging. Every outreach should include a call to action asking people to register, along with our vanity link to the official event page: cfsww.org/uncharitable. **Note that we intentionally *did not include time or location* on these materials. This event has limited capacity, so we have taken these measures to ensure we can accommodate all attendees by having them register ahead of time.**

Print-Ready Flyer

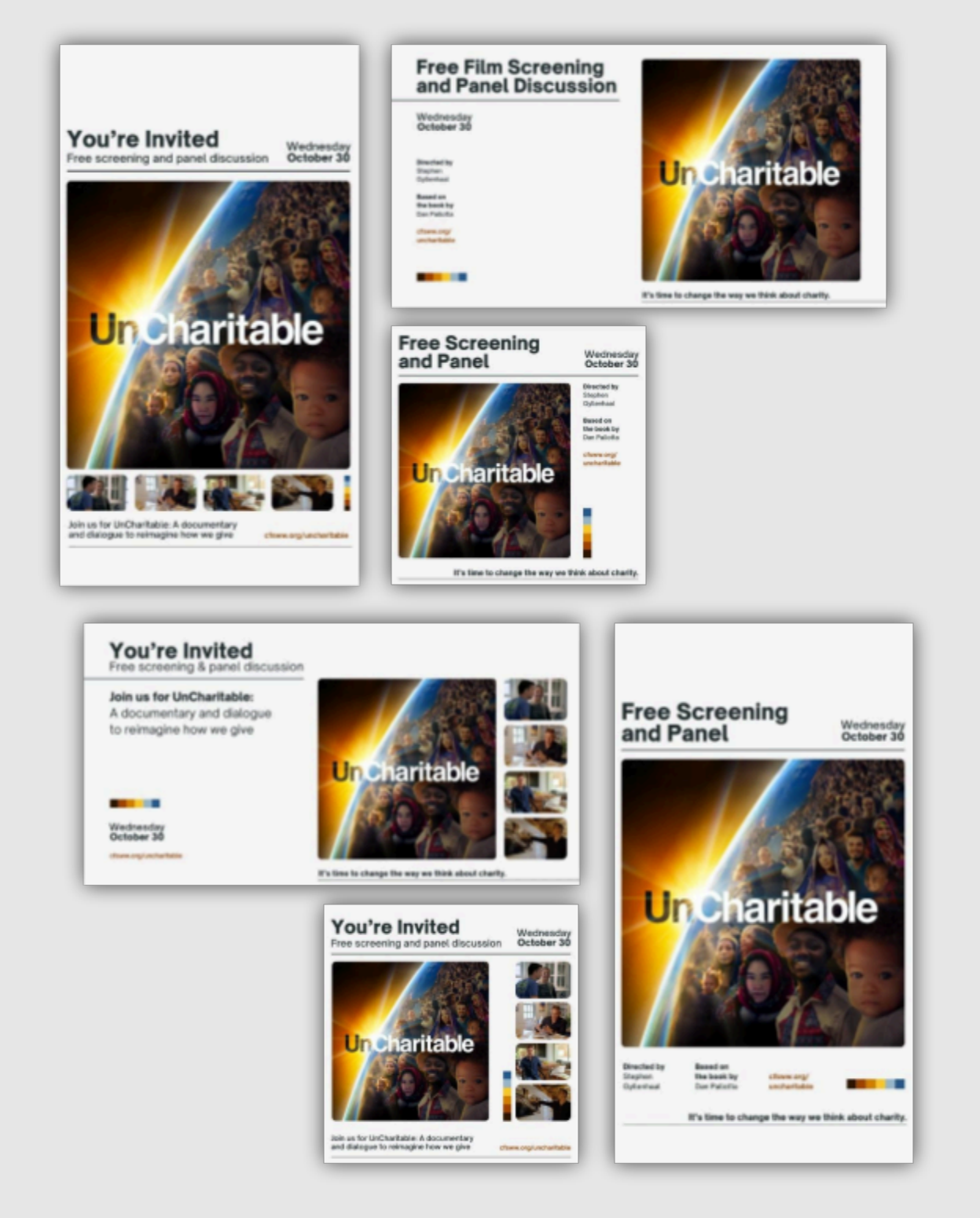
Download Flyer



Social Media Graphics

As a participating organization, you can help spread the word on social media by pairing these social media graphics with the sample post copy below.

Download Graphics



Social Media Posts

Below are sample posts for general promotions on your social media channels. If your organization would like to be a co-host on our Facebook event or a collaborator on our Instagram posts, please send your organization's Facebook and Instagram links to Ashley Jhaveri, Digital Communications Specialist at the Community Foundation for Southwest Washington.

FACEBOOK

🌟 Is it time to reimagine charity? 🌟

Join us on Wednesday, October 30, for *UnCharitable: Using Documentary and Dialogue to Reimagine How We Give* – a free event at Clark College's Gaiser Hall that's open to everyone!

We'll start with a 🎬screening of *UnCharitable*, a powerful documentary by Dan Pallotta that uncovers new ideas and perceptions 💡 about charity and nonprofits. Afterward, we'll host a panel discussion 💬 with local nonprofit leaders to dive deeper into these ideas and how they relate to our community.

📅 Date: Wednesday, October 30
📍 Place: Clark College, Gaiser Hall
💥 Cost: FREE (Registration Required)
🔗 Register: cfsww.org/uncharitable

Let's come together and explore how we can make a bigger impact in our community by changing how we think about giving. Will we see you there? Let us know in the comments! 👇👇👇

#UnCharitable #UnCharitableMovie #ImpactNotOverhead #ReimagineGiving #Philanthropy #Nonprofit #Causes #VancouverWA #ClarkCountyWA #ClarkCollege #OverheadMyth #SupportNonprofits #FreeEvent #DocumentaryScreening

INSTAGRAM

✨ Ready to reimagine charity? ✨ Join us on Wednesday, October 30, for an evening that will challenge how we give and empower nonprofits to make a bigger impact! 💡🎬

A group of community partners is hosting *UnCharitable: Using Documentary and Dialogue to Reimagine How We Give* at Clark College's Gaiser Hall. The event features a screening of *UnCharitable*, the powerful film by Dan Pallotta that challenges our traditional ideas of charity.

Following the screening, we'll dive into a thought-provoking panel discussion on how these ideas apply to our community. 🌎💬

📅 **When:** Wednesday, October 30
📍 **Where:** Clark College, Gaiser Hall

💥 **Cost:** FREE (Registration Required)
🔗 **Register:** cfsww.org/uncharitable

Register today, and let's reimagine how we give, together. Will you be there? 🙌

#UnCharitable #UnCharitableMovie #ImpactNotOverhead #ReimagineGiving #Philanthropy #Nonprofit #Causes #VancouverWA #ClarkCountyWA #ClarkCollege #OverheadMyth #SupportNonprofits #FreeEvent #DocumentaryScreening

LINKEDIN

Have we been thinking about charity wrong?

Dan Pallotta has explored this question for over a decade and pressed his findings and passion for nonprofits into the #UnCharitableMovie.

On October 30, a group of community partners is hosting a free screening of this groundbreaking documentary at Clark College's Gaiser Hall. We'll be there too.

Join us for *UnCharitable: Using Documentary and Dialogue to Reimagine How We Give.* This free event features a screening of *UnCharitable*, the groundbreaking documentary by Dan Pallotta, followed by a panel discussion with local nonprofit leaders, funders and donors.

Event Details:
📅 **Date:** October 30
📍 **Location:** Clark College, Gaiser Hall, Vancouver, WA
💰 **Cost:** FREE (Registration Required)
🔗 **Register here:** cfsww.org/uncharitable

You'll learn how traditional approaches are undercutting talent, experimentation and market presence within the nonprofit sector. More importantly, you'll hear about new approaches that prioritize impact instead of overhead. Afterward, you can get your questions answered and participate in a discussion about how these concepts apply to our local community.

Whether you're a donor, board member, volunteer, or advocate, this is an opportunity to rethink how your contributions can help nonprofits create real change. So, join the conversation and let's shift our collective focus toward impact, not overhead.

TWITTER / BLUESKY / THREADS

#ClarkCountyWA supporters! Attend a free screening of #UnCharitableMovie on Oct. 30 and see why it's time to rethink how we give. There will be food, friends and a discussion about how we can spark change locally. Register here: cfsww.org/uncharitable

Sample Email Content

Email is a great way to connect with your supporters directly. We know many nonprofits host events and send electronic newsletters. You can engage your email audiences by copying and pasting the following content into your existing email templates or pairing it with one of the social media graphics provided above.

VERSION ONE (250 WORDS): For a dedicated event invitation

SUBJECT: You're Invited to *UnCharitable*!
PREVIEW: Join us for a free documentary screening & discussion

We're thrilled to invite you to *UnCharitable: Using Documentary and Dialogue to Reimagine How We Give.* This free event is on October 30 inside Clark College's Gaiser Hall. The program will begin with the Clark County premier of UnCharitable, a groundbreaking documentary that explores traditional models and perceptions of charity.

Conceived by social entrepreneur Dan Pallotta, the film builds on his acclaimed book and TED Talk to spark critical conversations and action around the future of philanthropy. UnCharitable offers a bold new way of thinking about giving that empowers nonprofits to develop talent, take risks and solve the major social challenges they were designed to address.

Afterward, we'll discuss how these ideas can be applied locally through a post-film panel discussion and audience Q&A with local nonprofit leaders, funders and donors. This is an opportunity to explore how we think about giving and shift our approaches in ways that can accelerate community impact.

Space is limited, so please claim your seat today. We look forward to exploring these critical issues together!

Register Today

VERSION TWO (100 WORDS): For a brief section in an existing newsletter

HEADING: *UnCharitable*
SUBHEAD: Attend this documentary screening and community dialogue

You're invited! On Wednesday, October 30, a group of local organizations is presenting *UnCharitable*. This free event features the Clark County premier of UnCharitable, a thought-provoking documentary that explores how we think about charity. The documentary confronts outdated approaches that continue to hold nonprofits back from achieving their missions and offers a new path forward. After the film, explore how these ideas apply to our community through audience Q&A and a special panel discussion featuring nonprofit leaders, funders and donors. Space is limited, so please claim your seat today.

Register Here

Key Messages

Our key messages serve as a foundation for you to craft communications that activate your audience and respond to their questions. These talking points package the most important information into short sound bites. So, whether you're writing a blog, email or social post, you can create a statement that ties back to the event and your goals.

- **Position the event as an invitation to learn together:**
    - This is more than just a screening—it's a community-wide opportunity to learn how we can make smarter, more impactful choices when giving.
    - Whether you're a donor, volunteer or concerned community member, this event will give you practical insights for supporting nonprofits in ways that increase impact.
    - This is your opportunity to ask tough questions and explore how we can better support nonprofits here in southwest Washington.
    - Be part of a conversation that will shape the future of philanthropy in our community. Let's learn together and explore new solutions.
- **Position the ideas as an evolution in how we give:**
    - It's time to evolve how we give. Overhead costs are not something to avoid, they are essential to creating a healthy organization and achieving any mission. Let's shift our focus from where donations go to what they accomplish.
    - We can't expect nonprofits to do more with less. Just like businesses, they need to invest in talent, marketing and innovation to maximize their impact.
- **Position the ideas as important for our community:**
    - A thriving nonprofit sector is crucial to the health of our community. This is our chance to explore the challenges nonprofits face and discuss ways to help.
    - Nonprofits address some of the biggest challenges in our community, but traditional operating models and outdated opinions about overhead are holding them back. This event will help us rethink how we can support these essential organizations.
- **Position the event as a platform for individual action:**
    - The goal is for everyone to walk away with actionable knowledge that can be applied in our community, whether you're donating, volunteering or talking about charity.
    - Learn what questions lead to more effective giving and take steps–locally and nationally–to ditch the "overhead myth" and focus our conversations and donations on nonprofit impact. This is how we can build a stronger, more effective nonprofit sector.