



Communications Toolkit

Welcome, Give In May 2025 partners! On this doc, you will find links to various shareables, including social media graphics. The key to a successful Give In May campaign is creating your own unique message, and then using your greatest advocates and communications channels to amplify that message. The tips and examples in this toolkit are intended to serve as a starting point for your outreach strategy. **We will update shareables throughout the campaign, so check back often for current materials.**

Some key notes:

- Please open the Canva template links and click **"use template for new design."**
 - Feel free to make necessary changes or edits, then download and share!
- View our [Shareables Folder](#) for this year's Give In May design assets!

Please contact Dani Lomee at daniellelomee@gmail.com for any questions or concerns.

Jump Ahead

- [2025 Shareables](#)
- [Sample Social Posts](#)
- [Sample Emails](#)

General Messages

- The Give In May campaign takes place from May 1-31 to support nonprofits serving the AANHPI community in honor of [Asian American and Pacific Islander Heritage Month](#).
- Give In May is a quick and easy way to give back to our community that not only brings awareness to hidden needs, but also celebrates the achievements and strengths of the AANHPI community.

Best Practices

- Focus your story on the combined impact of the organization and supporters
- Make space for everyone who wants to get involved in your mission: Highlight ways to contribute time, talent and treasure.
- Celebrate the change you create and the power of the collective generosity of your donors.
- Unify your marketing with a tagline, graphics and photos.

Don't Forget

- Use the hashtag #GiveInMay. Add the #AANHPIHM hashtag if there's room.

Shareables

 [Click to access the shareables folder](#)

Design Assets

- **Email Headers**
 - [MailChimp \(650 x 300 px\)](#)
 - [Gmail \(1920 x 480 px\)](#)
- **Logos**
 - [GIM Hibiscus \(Color\)](#)
 - [5th Anniversary Logos, Horizontal](#)
 - [5th Anniversary Logos, Stacked](#)
- **Fonts**
 - Logo, Header: "DIN" and "Dinot"
 - Canva, Body: "Montserrat"
 - Docs and Emails: "Noto Sans"

[Save the Date / Kickoff](#)

- **Instagram**
 - [Square](#)
 - [4:5](#)

[Registration](#)

- **Instagram**

- [Square](#)
- [4:5](#)

[Webinar Flyer](#)

- [4:5](#)

[Events Calendar](#)

- “🌸 The *Give In May* Calendar is LIVE! 🌸 Discover events, volunteer opportunities, and more from AANHPI nonprofits all month long. Find ways to get involved: [GiveInMay.org/Opportunities](#) 🧡 #GiveInMay #AANHPIHeritageMonth #SupportAANHPICommunities”

[AANHPI Heritage Month](#)

- “🌸 It's here! #GiveInMay kicks off TODAY in honor of AANHPI Heritage Month! From May 1–31, support nonprofits uplifting Asian American, Native Hawaiian & Pacific Islander communities across the nation. Give, share, and celebrate with us: [GiveInMay.org](#)”
- “🌸 AANHPI Heritage Month is here — and so is #GiveInMay! Join us in honoring the strength, stories, and struggles of AANHPI communities by supporting orgs on the frontlines. 🎁 Give today: [GiveInMay.org](#)”

[Did You Give Yet?](#)

- “It's live — did you give yet? 🙌 Support AANHPI nonprofits all May long at [GiveInMay.org](#) #GiveInMay #AANHPIHeritageMonth”
- “We're not saying you *have* to give today... But Give in May *is* live 👁️ Did you give yet? Make your impact now: [GiveInMay.org](#) #GiveInMay #AANHPIHeritageMonth”

[Mother's Day](#)

- This Mother's Day, uplift the women who uplift us. #GiveInMay
- Celebrate Mom by supporting the community she helped build. #GiveInMay
- Donate in honor of an AANHPI mom who's changed your life. 💖 #GiveInMay

Midway

- “📍 We’re halfway through #GiveInMay — and there’s still time to make a big impact! Join the movement, support AANHPI nonprofits, and help us keep the momentum going. 🔗 Donate today at GiveInMay.org”
- “⌚ Halfway there, but still so much to give! Thanks to YOU, we’re making waves for AANHPI communities across the nation. Let’s keep the energy up — visit GiveInMay.org to support your favorite orgs!”
- “☀️ Mid-month, major progress! We’re seeing incredible support for #GiveInMay — let’s keep it going strong. Your donation today fuels the mission tomorrow. 🙌 Give now: GiveInMay.org”

Sprint Week

- “🔥 Sprint Week is HERE! 🔥 From May 18–24, our organization has a chance to win \$500 by rallying the most unique donors or raising the most dollars in one week! 🏆🔥 Let’s keep the momentum going and finish strong — we’re halfway through #GiveInMay! 💪🌟”

Last Stretch

- “🏁 This is it — the final stretch! Your support powers programs, builds visibility, and strengthens AANHPI nonprofits across the country. Every gift counts. Join the final push today! 🙌 GiveInMay.org”
- “We’re almost there — and we need YOU to help us cross the finish line! There’s still time to donate and uplift AANHPI nonprofits during #GiveInMay. 🔗 Join the final push at GiveInMay.org”

Thank You

- “Thank You! Your support helped us raise [enter total raised] for #GiveInMay! This means we can continue growing our work. If you haven’t given yet, it’s never too late! You can still give here [Insert Link]”
- “Thanks to all who donated to us this #AANHPI Heritage Month! With your generous support, we raised [enter total raised] for #GiveInMay! Funds will go towards [Insert program, event, activity, etc.]”

Content Ideas

Gather Stories

- Pull together stories of impact and other assets, such as photos, infographics and quotes from clients and supporters.
- Leverage your Give In May page to showcase your stories, impact, and goals.
- Collect stories from your board, volunteers and supporters to share during Give In May about why they are connected to your nonprofit. Make it personal and leverage their networks!

Create a Content Library

- Have a library of graphics, images and sample text to make it easy for your team or partners to access. Use graphics from the shareables folder or create your own.
- Include your logo and the #GiveInMay hashtag in your graphics.
- Try different types of images, like countdowns, calls to action, stats, infographics, or quotes from staff, partners, clients, etc.
- Use images of your nonprofit and people and limit stock images.
 - These can be images in the office, at home or out in the world. Consider creating graphics showing your progress or even stylized quotes to inspire action.
- Tag people featured in your photos – this will maximize engagement and sharing.

Create a Supporter Toolkit

- Prepare a toolkit for your ambassadors – board, supporters, staff and volunteers – to help them tell their story and be part of Give In May. Ideas for your toolkit may include:
 - Impact numbers and graphics
 - 2025 Give In May goals
 - Give In May graphics
 - Email template
 - Social media templates
 - Ideas for ways to share their connection to your nonprofit

Sample Social Media Posts

Add your own logo, image or graphic from the shareables folder for your posts.

BEFORE MAY 1 – “Save the Date / Kickoff” Posts

What if we all gave in the month of May? We can! From May 1-31 **[Organization Name]** will participate in the #GiveInMay campaign to support the #AANHPI community. Mark your calendars to help support our cause!

Thanks to you, last year we raised **[total raised in 2024]** for #GiveInMay! This year, help us **[double, triple, blow that out of the water]** by supporting us from May 1-31 for this year’s Give In May campaign.

Save the Date: #GiveInMay is happening May 1-31! Get ready to celebrate Asian American and Pacific Islander Heritage Month with us while supporting the #AANHPI community.

DURING CAMPAIGN – “Did You Give Yet?” → “Midway” → “Last Stretch” Posts

This Asian American and Pacific Islander Heritage Month, we’re excited to join organizations across the country serving the #AANHPI community for the #GiveInMay campaign! #AANHPIHM

Please visit, share and donate to our page here! **[Insert Link]**

For Asian American and Pacific Islander Heritage Month, we’re joining the #GiveInMay campaign to raise awareness and funds not just for our own organization, but for many other #AANHPI nonprofits across the country.

Celebrate #AANHPIHM with us and consider supporting our work by donating today! **[Insert Link]**

This Asian American and Pacific Islander Heritage Month, we’re participating in the #GiveInMay campaign to raise funds for **[Insert program, event, activity]**. Help us reach our goal of **[Insert Amount]** by May 31! #AANHPIHM

Donate today: **[Insert Link]**

Through the immense challenges of the past few years, we have seen that our communities are stronger together. But the work is never done and supporting AANHPI-serving nonprofits is as important as ever.

That's why, for Asian American and Pacific Islander Heritage Month, we've joined the #GiveInMay campaign to raise awareness and funds for us and other AANHPI-serving nonprofits. #AANHPIHM

Visit, share and donate to our page here! **[Insert Link]**

Your gift matters! Donate today for #GiveInMay and help support **[Insert program, event, activity, audience, etc.]**. **[Insert Link]**

Help build a stronger, more vibrant #AANHPI community! Support **[Organization Name]** during #GiveInMay. **[Insert Link]**

Please help us reach our goal of **[Insert Amount]** so we can continue our work of **[brief summary of mission]**. Visit, share, and donate to our #GiveInMay campaign page here! **[Insert Link]**

There are only **[Number of days]** left for #GiveInMay! We're almost at our goal of **[Insert Amount]**, but we need YOUR help to get there. Make a long-lasting contribution today: **[Insert Link]**

We're raising funds for **[Insert project or need]** and the clock is ticking. Will you take five minutes to donate now? **[Insert Link]** No amount is too small, and every contribution matters. (And if you can't donate now, would you consider helping us spread the word and repost?)

It's the last days of #AANHPIHeritageMonth and the #GiveInMay campaign. Help us finish strong by sharing our page and donating here! **[Insert Link]**

POST CAMPAIGN

Thank You! Your support helped us raise **[enter total raised]** for #GiveInMay! This means we can continue growing our work. If you haven't given yet, it's never too late! You can still give here **[Insert Link]**

Thanks to all who donated to us this #AANHPI Heritage Month! With your generous support, we raised [**enter total raised**] for #GiveInMay! Funds will go towards [**Insert program, event, activity, etc.**].

Sample Emails

Subject: Coming Together to #GiveInMay

Dear **[Name]**,

During the month of May, **[Organization Name]** is participating in [Give In May](#), a national campaign to support organizations serving the Asian American, Native Hawaiian and Pacific Islander (AANHPI) community during AANHPI Heritage Month. Funds raised will support **[insert most immediate needs]**.

We can't do this without you. Not only do we need your support, we also need your help to spread the word. Please tell your friends and family why you believe in our work and encourage them to support us too.

Click **[link to your donation page]** to make your donation today. Thank you for helping the AANHPI community!

Subject: Let's Give Together!

Hello **[Name]**,

Our team works hard to support and bring awareness to **[mission/cause]**. I am so **[grateful for the role you've played in pushing our mission forward/grateful for the opportunity to get you involved]**.

In the last year alone **[statistic about the need that your organization addresses]**. Ever since **[year of founding]**, our team has been **[running programs, raising money]** to help **[specific positive impact of your organization]**.

What if we all came together to support **[organization mission]**? We can!

[Give In May](#) is a national campaign from May 1-31 to support organizations serving the Asian American, Native Hawaiian and Pacific Islander (AANHPI) community – and **[organization name]** is participating. Will you help us?

DAY BEFORE CAMPAIGN

Subject: Love **[Cause/Mission]**?

Dear **[Name]**,

Tomorrow, May 1, kicks off the start of [Give In May](#), a national campaign to support organizations serving the Asian American, Native Hawaiian and Pacific Islander (AANHPI) community during AANHPI Heritage Month. Nonprofits across the country are coming together for this online campaign and I need your help! I want to raise **[\$GOAL]** to support **[Organization's Mission/Cause]**.

Please help make a real difference in supporting vital services **[Organization Name]** provides by donating online today at: **[Link to Organization Page]**. You can also help by spreading the word to your friends and family or sharing on social media using the hashtag #GiveInMay.

Every dollar counts and I hope you will join me for Give In May!

DAY OF CAMPAIGN

Subject: Show Your Support

It all starts today! For the month of May, people around the country will come together to participate in Give In May, a national giving campaign.

At **[Organization Name]** we have a goal of raising **[\$GOAL]**. Thanks to supporters like you, we believe it's possible. Will you help us?

- \$25 donation can **[impact statement]**.
- \$50 donation can **[impact statement]**.
- \$100 donation can **[impact statement]**.
- \$250 donation can **[impact statement]**.
- \$500 donation can **[impact statement]**.

P.S. Share your support on social media by telling your friends and family to support **[Organization Name]** for #GiveInMay!

DURING THE CAMPAIGN

Subject Line: Ready, Set, Give!

Dear **[Name]**,

Give In May is here! ***[Insert option below]***

Options:

- **[Organization Name]** is on its way to raising **[\$GOAL]**. Will you help us?
- Thanks to your generosity and enthusiasm, we have already raised **[\$AMOUNT]**. We need **[\$AMOUNT]** more – can you help us get there?
- Share your support for **[Organization Name]** on social media by telling everyone about our Give In May fundraiser. Tag us **[Social handles]** and use the hashtag #GiveInMay

Help us spread the word and let everyone know that May is the month to give to **[Organization Name]** by clicking **[Link to your donation page]** and making a donation today.

Thank you for your support!