

BELIEVE in **BELLEVUE**

• AN INSPIRED DAY OF GIVING! •
AUGUST 4

www.BelieveInBellevue.org

Nonprofit Marketing Toolkit

Table of Contents

General Information	3
Marketing Support	3
Graphics	3
Printable Materials	3
Glossary	4
Key Messages	5
Social Media Center	6
Facebook Tips	7
Twitter Tips	8
Ambassador Tips	9
Quotes	9
Sample Direct Mail, Email & Newsletter Templates	10

What is Believe in Bellevue?

Hosted by the Bellevue Public Schools Foundation, Bellevue Community Foundation and the Bellevue Chamber of Commerce, Believe in Bellevue is an online giving event that brings the community together, raising money and awareness for local nonprofits.

Marketing Support

Graphics

Download graphics and other materials at BelieveInBellevue.org and click on the *Toolkits* tab. Feel free to use these graphics on your website, in social media posts and newsletters.

Printable Materials

Print ready forms, such as table tents, postcards and posters, are also available under the *Toolkits* tab at BelieveInBellevue.org. You may use these around your office or to mail to your supporters!

Key Messages

Please use the following messages when promoting the Believe in Bellevue.

- Hosted by the Bellevue Public Schools Foundation, Bellevue Community Foundation and the Bellevue Chamber of Commerce, Believe in Bellevue is an online giving event that brings the community together, raising money and awareness for local nonprofits in Bellevue.
- The 2020 Believe in Bellevue event will take place on Tuesday, August 4 at BelieveInBellevue.org.
- Believe in Bellevue provides an ideal platform for participating nonprofit organizations to increase awareness, donors and dollars all within one campaign.
- On BelieveInBellevue.org, donors can search among the participating nonprofits and donate according to the nonprofit's personal profile page.
- During Believe in Bellevue, contributions of just \$10 or more are amplified through sponsored prize incentives.
- Believe in Bellevue is one of almost 100 giving days that take place in cities across America throughout the year.
- Everyone can be a philanthropist on August 4! With a donation of \$10 or more, you can help your favorite nonprofit organization achieve its goals.

Social Media Center

Connect with us

Connect with Believe in Bellevue on our social media networks to stay informed about Believe in Bellevue via tweets, posts, and photos. Retweet, share and repost our content to increase engagement on your feed!

Facebook:

Instagram:

Twitter:

Plan

Take time before Believe in Bellevue to plan out your social media approach:

- What three stories will your organization tell?
- Who will handle Facebook updates and Twitter conversations?
- Who will monitor your Giving Day progress to track donations and keep donors informed?
- Use the giving day hashtag (**#BelieveInBellevue**) in all your tweets and posts.

Add your Facebook and Twitter account links to your email signature, newsletters, websites and print materials right away. Ask staff, board members and friends to get connected and be brand ambassadors for you.

Engage

Believe In Bellevue is an opportunity for your nonprofit to increase visibility in the community; use this day to your advantage!

- With social media, the audience is in control and your job is to engage them by adding value to relevant, interesting, shareable content.
- Engage in authentic, personal conversation with other users. Don't forget to participate in the conversation and respond to what others are saying.
- Ask your followers questions that they would be inclined to answer, such as why your nonprofit is important to them, how they first came to know about and support your work, or how they like to get involved in the community.
- Follow the hashtag #BelieveinBellevue to see what is being posted online.

Facebook Tips

- Follow Believe in Bellevue on Facebook so you can stay connected with updates, important information and tips.
- Follow others' pages from your organization page.
- There is a difference between "liking" a page from your personal profile and "liking" a page from your organization's page. It's important to do both! Go to the organization's page you wish to "like." Click "like" as usual to like the page from your personal profile. To like the page from a page that you manage, click on the button with the three dots under the cover photo (•••) and click "like as your page." Use Facebook to deepen relationships and connect with followers.
- Ask open-ended questions to stoke conversation and use Facebook as a two-way street.
- Highlight the good work that others are doing in addition to just your own.
- Mix up the content with pictures and video.
- **Respond and show people that you're listening!**
- Tell stories! With permission, develop relatable stories about board members or supporters' experiences.

Sample Facebook Posts

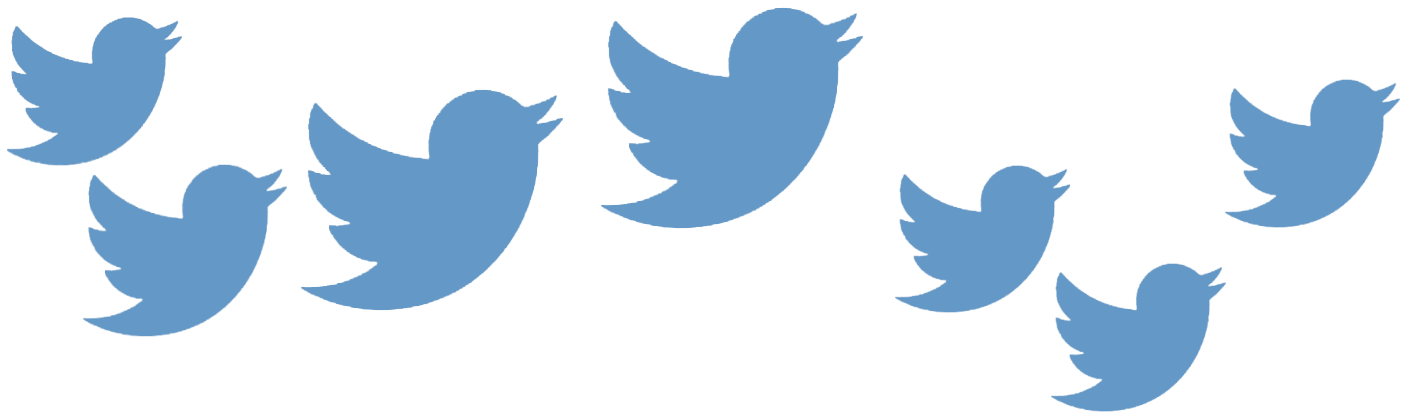
- Your #BelieveInBellevue donation is a direct investment in our community. We can't wait to see the impact your donations have on [your nonprofit] this year!
- Can't wait to be a part of such a BIG day in our community on August 4! What does #BelieveInBellevue mean to you?
- The real success of #BelieveInBellevue will not be the big dollars, but the big impact those dollars will have when dozens of nonprofits put them to work! Help your community by giving on August 4 at BelieveInBellevue.org.
- **August 3:** Tomorrow is the #BelieveInBellevue! Want a quick, easy way to help your community? Your gift goes further on BelieveInBellevue.org.
- What better way to start your day than with a gift that will make a difference! Join us in giving back to the Bellevue TODAY for #BelieveInBellevue!
- Good morning, Bellevue! Help make the community a brighter place tomorrow by donating to local nonprofits through #BelieveInBellevue.
- Today is the day! Rise and shine Bellevue – time to show this community the impact we can make when we join together! Make your gift of \$10 or more to the nonprofits of your choice! #BelieveInBellevue. Everyone can be a philanthropist! With a gift of \$10 or more, you can help nonprofits in the Bellevue area achieve their goals with #BelieveInBellevue. Donate today!

Twitter Tips

- Follow [@facfoundation](#) from your organization's Twitter account.
- Also follow people/organizations that are important to your organization...people who have raised funds for you before, those who hold important positions in your community, experts in your area, or people who are already talking about your interests.
- Start talking, but have something to offer, such as links to your website, pictures, videos and stories about your organization.
- Pictures and videos are the most shared (or retweeted) items online, and most of them aren't professional shots (so don't hesitate to upload your own photos of staff members in action or events from the day).
- Actively following users tweeting about the Believe in Bellevue, your organization, and related topics as well as following hashtag conversations are great ways to broaden your community and engage in the larger conversation.
- Use the Believe in Bellevue hashtag (#BelieveInBellevue) in all of your tweets!
- People interested in meeting others who are speaking about a topic of interest can follow hashtags to see what is being said.

Sample Twitter Posts

- Get up and Give for #BelieveInBellevue on August 4!
- Which nonprofits inspire you in this community? Give back today! #BIB
- Help us harness the power of collective giving! Invest in us for #BelieveInBellevue.
- Keep that giving spirit alive in the Bellevue! **XX** more hours to maximize your gift with #BelieveInBellevue!
- Give where you live until 8 p.m. TODAY! Your local nonprofits need your support. Join us in giving back for #BelieveInBellevue!
- Your gift can mean a world of difference for **[your nonprofit's mission]**. Please consider donating TODAY with #BelieveInBellevue!
- Help us reach our #BelieveInBellevue donation goal so we can **[accomplish your mission]**!
- Everyone can be a philanthropist! Help us reach our goals with #BelieveInBellevue!



Sample Social Media Posts for Brand Ambassadors (fans of your organization)

Encourage Ambassadors to Like, Share, Retweet and Post on behalf of your organization.

- Save the date! #BelieveInBellevue is on August 4. Help support **[your nonprofit]** and donate to **[insert nonprofit [BelieveInBellevue.org](#) profile link]**
- My #BelieveInBellevue Day gift will help **[your nonprofit]** **[accomplish some goal]**. Help them achieve it by donating on August 4!
- I support **[your nonprofit]** because **[reason]**. You can support them too by donating to #BelieveInBellevue on August 4!
- #BelieveInBellevue starts now! Help me support **[your nonprofit]**! **[insert direct donation link]**
- When you give to **[your nonprofit]** during #BelieveInBellevue, you can help them **[achieve some goal]**. Donate today! **[insert direct donation link]**
- **[your nonprofit]** is participating in #BelieveInBellevue! Show your support and donate now!
- **[your nonprofit]** does **[enter mission]** for our community. I am proud to support them during #BelieveInBellevue. You can donate too! **[insert direct donation link]**
- Do you have a nonprofit that you are passionate about? I support **[your nonprofit]** because **[some reason]**. Consider donating to them today for #BelieveInBellevue!

Sample Social Media Posts – Philanthropic Quotes

- “One is not born into the world to do everything, but to do something.” – Henry David Thoreau. Who is inspiring you to give today? #BIB
- “Few will have the greatness to bend history itself, but each of us can work to change a small portion of events.” – Robert F. Kennedy. Help us change the Bellevue area for the better! #BIB
- “In a gentle way, you can shake the world.” – Mahatma Gandhi. Help shake the world with us on August 4! #BIB
- “The purpose of life is to contribute in some way to making things better.” – Robert F. Kennedy. Contribute to your community with #BelieveInBellevue!
- “I am only one, but still I am one. I cannot do everything, but still I can do something; and because I cannot do everything, I will not refuse to do something that I can do.” – Helen Keller. Every gift matters. Join us for #BelieveInBellevue!
- “How wonderful that no one need wait a single moment to improve the world.” – Anne Frank. Don’t wait! Join us for #BelieveInBellevue!
- “I feel the greatest reward for doing is the opportunity to do more.” – Dr. Jonas Salk. Just imagine what this community can do with our combined support! #BIB
- “Since you get more joy out of giving joy to others, you should put a good deal of thought into the happiness that you are able to give.” – Eleanor Roosevelt. Help us spread joy in the Bellevue area today! #BIB
- “Act as if what you do makes a difference. It does.” – William James. Make a difference in your community with #BelieveInBellevue
- “Think of giving not only as a duty but as a privilege.” – John D. Rockefeller. #BIB

Sample Direct Mail, Email & Newsletter Template

Dear **[Donor Name]**,

Thank you for being a part of the **[organization name]** family/community/team!

We have great news to share! **[organization name]** is participating in the 2020 Believe in Bellevue an inspired day of giving on August 4, driven by the Bellevue Public Schools Foundation, Bellevue Community Foundation and the Bellevue Chamber of Commerce.

As you know, **[organization name]** is changing lives every day by/through **[core mission or program e.g. providing safe shelter, arts and recreation, veterinary care and human interaction]**. Your generous support will make a meaningful difference to **[core mission constituency, e.g. homeless youth, children with cancer, collies and dachshunds]** on August 4 during Believe in Bellevue!

On August 4, 2020, Believe in Bellevue Day, your **[\$XX target donation amount e.g. \$25, \$100 Insert a dollar amount that is slightly higher than your average online gift from last year]** gift will help us receive extra funds for our work in the community. By visiting **BelieveInBellevue.org**, the online giving website for Believe In Bellevue, you can make a difference with your gift to **[organization name]**.

Here's the really exciting part: Every gift made through **BelieveInBellevue.org** on August 4 increases our chances of winning prizes given throughout the day. Just imagine **[something aspirational you might do with \$1,000]!**

All gifts you make to **[organization name as listed on BelieveInBellevue.org]** on August 4 will increase our impact by allowing us to **[specific program with quantity, e.g. feed XX more homeless, grant scholarships to XX more students, introduce XX more youth to the arts, etc.]**.

Make your gift on August 4 by visiting **[insert a direct link to your BelieveInBellevue.org donation page]!**

[Add your specific call to action here. Do you want your donors to donate at 10:00 a.m.? Tell at least one friend to donate?]

With your help, we WILL reach our **[\$X,XXX]** fundraising goal on the Believe in Bellevue!

Follow us on Facebook/Twitter/Instagram **[insert a link to your social media page]** so you can share in the excitement of a day of giving and remember to give on August 4.

Sincerely,

[Name]

[Title (Executive Director, Board Chair, Volunteer)]

Sample Email Signature

Add this language to the bottom of your email signatures for all outgoing communications:
SAVE THE DATE – The Believe in Bellevue is on August 4, 2020! Give \$10 or more via BelieveInBellevue.org on August 4 and your gift(s) will help the participating registered nonprofits reach their goals!

Sample Thank You Language

On behalf of **[your nonprofit]**, thank you for participating in the 2020 Believe in Bellevue **[yesterday/last week]**! Your contribution went even further thanks to the incentive prizes to help **[name of nonprofit]** continue to **[insert mission]**. Thank you for joining in this important day! We are so excited to get to work!

Newsletter

[YOUR ORGANIZATION] is proud to be participating in the 2020 Believe in Bellevue, a virtual fundraising day driven by the Bellevue Public Schools Foundation, Bellevue Community Foundation and the Bellevue Chamber of Commerce. The online giving event will take place August 4. Mark your calendars because we will need your help! We will be joining local nonprofits to raise money together and compete for prize money—the more donors we get to give to us, the more likely we are to win prizes! Believe in Bellevue is a community-wide event to show off Bellevue's spirit of giving, raise awareness about local nonprofits, and celebrate the collective effort it takes to make this area great. Learn more at BelieveInBellevue.org.

How can you help [YOUR ORG] during the Believe in Bellevue?

- **Save the date.** August 4, 2020 will be a great day of generosity in Bellevue. Get excited and ready to share your enthusiasm for [YOUR ORG] throughout the day.
- **Donate to us on August 4!**
- **Spread the word!** Tell your friends that you will be giving to [YOUR ORG] during Believe in Bellevue on August 4 and that you need their help.
- **Post about Believe in Bellevue** on your social media pages. Let your friends and followers know how they can give and how their donations can help us win prize funds. Don't forget to use #BelieveInBellevue **Cheer us on!**
- **Thank you for your support!** Thank you for your ongoing support of [YOUR ORG]. We can't wait to see Bellevue band together to show its belief!

ABOUT THE Believe in Bellevue

Bellevue's virtual giving event is happening on August 4. The minimum \$10 donation and prizes make your donations go further. So start gathering your circles and get ready for a great big give-together! Driven by the Bellevue Public Schools Foundation, Bellevue Community Foundation and the Bellevue Chamber of Commerce, Believe in Bellevue inspires the community to come together to give as much as possible to support the work of public 501(c)(3) nonprofits and 501(c)6 for profit groups in Bellevue.

