

CGD Toolkit Social Messaging

Hashtags

#ColoradoGivesDay2022

#ColoradoGivesDay

#CGD2022

Social Media Tips

- Twitter
 - Keep content on Twitter direct, short, and exciting! Use accompanying imagery that makes an appeal to audiences to entice them to follow along your CGD journey.
 - Engage! Don't be afraid to Retweet, Reply, and Like other Nonprofits' content as well as people who engage with you.
 - Let's talk hashtags. Using the recommended hashtags above ensure new audiences who are searching by #ColoradoGivesDay and other relevant hashtags will see your content!
- Instagram
 - Images that show your mission, your passion, and your investment in your community should be front in center in every post!
 - Keep your captions short, sweet, and be sure to include your "why." Ask yourself why Colorado Gives Day is important to your nonprofit and write a caption around that!
 - Let's talk hashtags again! On Instagram, hashtags are encouraged and widely searched. While also including the CGD recommended hashtags, be sure to include things like #nonprofit #philanthropy #giving and others to reach new audiences!
 - Tell your story, share to your story! Stories on Instagram are a massive platform for audiences who aren't always engaging directly on your posts. Showing on top of your followers' feeds, it is a great, fast way to get your story out.
- Facebook
 - Facebook rewards long-form content that gets engagement so now is your chance to tell the stories of donors, the impact you've had in your community, and how Colorado Gives Day helps facilitate that impact in more than just a caption!
 - Make your first sentence grip the reader! Hook them into the rest of the post.
 - Like Instagram, imagery that demonstrates your commitment and inspiration in the community is key to getting donors interested. Ask yourself what content you've seen that entices you to give or join a cause and create similar content!
 - Seek engagement directly from your audience! Ask questions, give them a fun poll, crowdsource feedback, and more. Having your audience feel included in all stages of CGD will create long-term engagement!

Copy

– Pre-Event

○ Twitter

- Set your calendars! In just *DAYS REMAINING* you can help make good happen by donating on #ColoradoGivesDay. Don't want to wait? Donate now! *LINK*
- In just a few days the 12th(?) annual #ColoradoGivesDay will happen! Help make good happen by supporting us.
- The countdown is ON! *DAYS REMAINING* days till Colorado Gives Day. Did you know you can give now and help support *NONPROFIT MISSION*?
- **Community Impact Story Example:** Daniel came to *NP* after sickness took away his ability to work. With your support, we were able to help pay his bills. As we approach #CGD2022, you can help others like Daniel today.
 - Story-based content follows the structure of - Introduction/Impact/Ask
 - ALWAYS try to use accompanying imagery of the story you're telling

○ Instagram

- The moment we've all been waiting for is ALMOST HERE! Just *DAYS REMAINING* till Colorado Gives Day 2022, who will be you be donating to? Tag them!
- We are grateful to have your support 365 days a year, but in just *DAYS REMAINING* we are hoping you will support us again. Help us continue to impact our community!
- Colorado Gives Day is a day of celebration. By supporting us and *MISSION*, you can help us celebrate too.
- **Community Impact Story Example:** What we can do on our own is important, what we can do together is extraordinary. As we near Colorado Gives Day 2022 your donation ensure we can continue our impact.
 - Instagram story-based content follows the structure of Emotional Appeal/Ask
 - Images are required to post on Instagram, ensure your image captures your emotional appeal adequately.

○ Facebook

- It all started with a hope for our community. Now, as we approach #CGD2022, you can help those dreams become a reality for many of your neighbors.
 - Utilize content you've collected from impact stories, donors, volunteers and more to add more depth to your posts!

- **Community Impact Story Example:** Colorado Gives Day is a chance to ensure future generations in Colorado will know that *NP MISSION* is what makes our state so great. People like Cody, who might just need a helping, guiding, hand to get over of the hump. Or like Jessica, who have found community in the work we're doing and are more successful because of it. People like

you. Who believe in Colorado, and in helping each other, to make good happen. Donate to *NAME* on Colorado Gives Day and help us reach others too.

– **During Event**

○ Twitter

- Today is the DAY! #ColoradoGivesDay is officially underway, and we are ready to make good happen. Start off your day by investing in Colorado! *LINK*
 - During CGD, including simple/short links in your posts that redirect to your donation site will increase traffic & donations!
- Our mission is to *MISSION* and we can't do that without your help. On ColoradoGivesDay, we ask you to give a little in order to help a lot!
- And we're off! #CGD2022 is happening NOW and your donation can help put us over the edge to help our neighbors, and our community. Can we count on your donation?
 - Making direct asks for donations yields more money. Sometimes it can be scary to ask people for money, but the worst they can say is no!
- **Community Impact Story Example V2:** Daniel came to *NP* after sickness took away his ability to work. With your support, we were able to help pay his bills. Now, as #ColoradoGivesDay is underway, you can help others like Daniel today.
 - Story-based content follows the structure of - Introduction/Impact/Ask
 - ALWAYS try to use accompanying imagery of the story you're telling

○ Instagram

- The moment we've all been waiting for is HERE! The best day of the year is officially here - Colorado Gives Day 2022! Who have you donated to?? Tag them!
- We are grateful to have your support 365 days a year, but today is when we need it most. As we kick off CGD2022, we are hoping you will support us again. Help us continue to impact our community!
- Colorado Gives Day is a day of celebration. By supporting us and *MISSION*, you can help us celebrate too.
- **Community Impact Story Example V2:** What we can do on our own is important, what we can do together is extraordinary. As Colorado Gives Day is now here, your donation ensure we can continue our impact.
 - Instagram story-based content follows the structure of Emotional Appeal/Ask
 - Images are required to post on Instagram, ensure your image captures your emotional appeal & mission adequately.

○ Facebook

- It all started with a hope for our community. Today is #CGD2022, and now you can help those dreams become a reality for many of your neighbors with a donation.
 - Utilize content you've collected from impact stories, donors, volunteers and more to add more depth to your posts!

- **Community Impact Story Example:** Colorado Gives Day is a chance to ensure future generations in Colorado will know that **NP MISSION** is what makes our state so great. People like Cody, who might just need a helping, guiding, hand to get over of the hump. Or like Jessica, who have found community in the work we're doing and are more successful because of it. People like you. Who believe in Colorado, and in helping each other, to make good happen. Today is Colorado Gives Day, and we ask you to help us support these communities and our neighbors with a donation.

Copy

– Post-Event

- Twitter
 - WOW. Yesterday you helped us raise TONS of money for our communities. Passed out from all the fun and maybe forgot to donate? No problem! You can still donate here! **LINK**
 - Inspiring isn't a strong enough word for what happened yesterday. Thank you to everyone who donated to **NP** yesterday, as we continue to do good in our community. **LINK**
 - **Community Impact Story Example:** Daniel came to **NP** after sickness took away his ability to work. With your support, we're able to support him. Yesterday you let us know that that matters, thank you. **LINK TO DONATE**
 - Story-based content follows the structure of - Introduction/Impact/Ask
 - ALWAYS try to use accompanying imagery of the story you're telling
- Instagram
 - Yesterday was a blur that ended with a ton of donations, memories, and inspiration. Thank you to everyone who donated to **NP** we are so grateful. **PHOTOS YOU'VE TAKEN DURING CGD OF SELF, DONORS, STAFF, ETC**
 - We are grateful to have your support 365 days a year, but yesterday made us realize how special CGD can be. You helped us continue to support our communities!
 - **Community Impact Story Example:** What we can do on our own is important, what we can do together is extraordinary. Your donations yesterday ensured we can continue our impact in our community. Thank you.
 - Instagram story-based content follows the structure of Emotional Appeal/Ask
 - Images are required to post on Instagram, ensure your image captures your emotional appeal adequately.
- Facebook
 - Yesterday on #CGD2022, you helped us turn dreams into a reality for many in our community. It all started with a hope for **MISSION**, and your support has made that happen. Thank you!
 - Utilize content you've collected from impact stories, donors, volunteers and more to add more depth to your posts!

- **Community Impact Story Example:** Colorado Gives Day is a chance to ensure future generations in Colorado will know that *NP MISSION* is what makes our state so great. People like Cody, who might just need a helping, guiding, hand to get over of the hump. Or like Jessica, who have found community in the work we're doing and are more successful because of it. People like you. Who believe in Colorado, and in helping each other, to do good. Yesterday, you showed up and proved that these things matter to you. Thank you. *LINK*