

1. What is Giving Day and when will it take place?
 - *Single day of charitable giving to support diverse nonprofits.*
 - *National [#Giving Day](#) is observed the Tuesday after Thanksgiving, December 3, 2013.*
 - *Mayor Harvey Hall of the City of Bakersfield and the Kern County Board of Supervisors have proclaimed December 3, 2013 as Giving Day locally.*

2. Who is eligible to participate in Giving Day?
 - *Any local tax exempt organization such as a school district, or publicly supported 501(c)(3).*
 - *[Kern Community Foundation](#) (“Foundation”) will focus on 100 local organizations which have demonstrated their commitment to transparency and accountability with current and complete profiles on our [Nonprofit Search](#) site as of June 30, 2013.*

3. What are the benefits of participating in Giving Day?
 - *Nonprofit organizations with a current and complete profile on the Nonprofit Search site, powered by [GuideStar](#), will benefit from having their information included in a Charity Giving Guide, published in collaboration with [The Bakersfield Californian](#).*
 - *The Guide will be distributed to 30,000 local households November 24, 2013, just prior to Giving Day.*
 - *Organizations with a profile on the Nonprofit Search site can receive online donations through the site, or their own web portal.*
 - *Both nonprofits with profiles on the Nonprofit Search site, and not yet on the site, can use online and social media tools to enhance their public outreach, including as a complement to any established annual/holiday campaign.*
 - *Organizations may receive and redeem a Giving Card for their benefit.*
 - *Organizations may receive a grant from a Donor Advised Fund at the Foundation.*
 - *Organizations may receive a commitment from a loyal donor to make a planned gift for their benefit.*

4. How do nonprofits get involved in Giving Day?
 - *Nonprofits can get involved in Giving Day by notifying their Boards, donors, volunteers and constituents of the opportunity and staying tuned to announcements made by Kern Community Foundation about the event.*
 - *Nonprofits are generally encouraged to make themselves as transparent as possible for purposes of potential donors. Organizations interested in listing on the Nonprofit Search site in the future are encouraged to contact Manager of Nonprofit Search Megan Boynton at megan@kernfoundation.org.*

5. What is the deadline to sign up for the Giving Day?
 - *There is no formal sign up for Giving Day.*
 - *Nonprofit organizations wanting to be included in the Foundation's Charity Giving Guide prior to Giving Day completed or updated an organizational profile for the Nonprofit Search site by June 30, 2013.*
 - *Nonprofit organizations which are not listed on the Nonprofit Search site, or which profiles are not current, may undertake fundraising via their own online portals or other means.*

6. Does it cost money for a nonprofit to participate in Giving Day? How much of each donation will nonprofits receive?
 - *Donations received through the Nonprofit Search site portal are subject to a processing fee of approximately 5% of the total donation.*
 - *Processing fees are not assessed by Kern Community Foundation. They are assessed by Kimbia and the credit card (company) used by the donor.*
 - *Donors may increase their gift in an effort to cover the processing fee with the nonprofit of their choice receiving the difference.*
 - *The entire amount of any donation, including processing fees, is tax deductible.*

7. Do all donations have to go through the Giving Day's website, or can donors also contribute by check or cash?
 - *Donors are welcome to make contributions online, or directly to the nonprofit of their choice by check, cash or other means.*
 - *Kern Community Foundation invites local nonprofits to report on their Giving Day success, including by making their financials transparent on the Nonprofit Search site.*

8. Is there a limit to the amount that a nonprofit can receive on the Giving Day?
 - *Online gifts via the Nonprofit Search site are limited only by the amount a specific donor chooses and/or the number of digits available in the donation field online.*
 - *If a donor is interested in establishing an endowment or legacy gift for an organization, Kern Community Foundation can provide additional information about this opportunity using the Foundation as a resource.*

POSSIBLE HEADLINES/THEMES:

YOUR GIFT TO "CHARITY" ON GIVING DAY MAKES A DIFFERENCE

or

BE A PART OF GIVING DAY, GIVE TO "CHARITY"

TAGLINE: Practice the habit of giving on Giving Day . . . and every day.

PERSPECTIVE:

- Local capital is available to grow and sustain the mission of "CHARITY", now and forever.
- Between now and 2060, more than \$80 billion will transfer between generations of Kern County families.
- An outright gift on Giving Day can help/support/etc. "CHARITY MISSION" now.
- A planned gift on Giving Day can help/support/etc. "CHARITY MISSION" forever.

CONTEXT:

- Presume board members, staff and donors are only slightly familiar with Giving Day.
- Presume that donors have good intentions but may not take the longer view on planning.
- Leaving a legacy is not on the current radar of many donors in Kern County.
- Remember that "CHARITY" is listed in the 2013 Charity Giving Guide, which will reach 30,000 households on November 24, 2013.
- Remember that www.kernlegacy.org is a free resource available to help charities and their donors make permanent gifts.

FACTS:

- National Giving Day is observed the Tuesday after Thanksgiving, December 3, 2013.
- Any local tax exempt organization 501(c)(3) is eligible to participate in Giving Day.
- Donors in Bakersfield and Kern County have a long history of giving back to local charitable organizations, some of which are 50 to 100 years old.
- 90 percent of the region's charities are in fragile financial positions, holding less than 12 months savings on their balance sheets.
- Nonprofits can get involved in Giving Day by notifying their Boards, donors, volunteers and constituents of the visibility "CHARITY" will receive around Giving Day, and staying tuned to announcements made by Kern Community Foundation about the event.

EXAMPLE:

- Give a gift of \$X00 to the Golden Empire Gleaners on Giving Day and feed X# of people for one day.
- Make a permanent gift of \$X,000 to the Boys and Girls Clubs of Kern County on Giving Day and sponsor one child's annual membership forever.

KEY WORDS: *PHILANTROPIC SOLUTIONS, TRANSPARENCY, GIVING BACK, LEAVE A LEGACY*

Communications Goal

To raise the public profile of (organization)/Giving Day and communicate success to internal/external audiences

How will we accomplish this goal?

We will raise the public profile of (organization) and communicate its successes through the work of ambassadors.

What will ambassadors do?

Ambassadors help promote (insert organization)/Giving Day in the course of his or her daily activities. Being an ambassador means sharing information, identifying opportunities and spreading the word about activities.

How will we support ambassadors to be successful?

- By setting clear expectations; By developing the right tools and equipment; By creating positive opportunities and experiences; By establishing the right environment.

Communications Expectations

- Job description: Ambassadors are expected to be well versed in organizations key messages, know how to listen for opportunities, communicate and refer to appropriate information or resources.

Communications Education

1. Message Training

Communications Tools and Equipment

1. Press release; Script; Website; Social Media; Newsletter

Communicate Positive Opportunities and Experiences

1. By phone/E-mail; At Meetings; Social Media

Communications: The Right Environment (Partner Appreciation)

Ambassadors use tools to recognize and reward organization participation and success around Giving Day

Script for your organization in support of Giving Day

Good morning. My name is (Insert), a member of the (organization). Giving Day is December 3, 2013 and we encourage our donors to (insert lanaguage from organizations)

Social Media

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• Who is online?

Online adults as of Dec 2012:

- 13% use Instagram
- 15% use Pinterest
- 16% use Twitter
- 20% use LinkedIn (Aug. 2012)
- 67% use Facebook

Age:

18-29	83%
30-49	77%

Income:

> \$30,000	72%
\$50,000 to \$74,000	66%
\$75,000+	66%

• Rules to Follow

1. Social media is relational, not transactional.
2. Have an evangelist.
3. Focus on engagement, not on numbers.
4. Content is king
5. Define your audience.
6. Identify your area of expertise.
7. Updates should be consistent.
8. Integrate, integrate, integrate.
9. Complete your profile.

• Time Management Tips

1. Have a goal.
2. Don't worry about perfection.
3. Focus on one tool at a time.
4. Show up consistently.
5. Use your own voice online.
6. Set a time limit.
7. Turn off notifications.
8. Schedule (some) new content posts.
9. Review analytics.
10. Set an expected return on your investment.