

Business Partners



Join in the fun and make a difference in your community!

Go Big GIVE is a community-wide event powered by Grand Island Community Foundation and Heartland United Way to highlight the area's spirit of giving, raise awareness about local nonprofits, and celebrate the collective effort it takes to make our communities great.

Last year, Go Big GIVE raised almost \$512,000 for nonprofits in Hall, Hamilton, Howard and Merrick Counties. On May 3rd, our communities will come together again and we need YOU to join us. It's 24 hours of charitable giving—and it's your chance to make a real difference in a really BIG way.

More than \$80,000 in match pool funds and incentive prizes are available for local nonprofits through Go Big GIVE. With your involvement, we can set a new record of fundraising for 104 nonprofit organizations.

Easy ways to get involved and get your employees excited about Go Big GIVE:

Involve your CEOs & executives

Leadership involvement encourages employee engagement – enthusiastic leaders let employees know that the company supports Go Big GIVE and encourages greater employee involvement.

Educate your employees (print ready forms are provided at GoBigGive.org/toolkit).

- Educate your employees via emails, bathroom stall posters, table tents in the break room or paycheck inserts.
- Set up teams within your employees and/or colleagues from other companies to see who raises the most funds throughout the day or a specific hour.

Create a donation station

Host a donation station in your building for employees to give on the spot. Post visual reminders.

Communicate. Communicate. Communicate.

- Promote Go Big GIVE on your marquee.
- Use the sample emails and social media posts to share information about Go Big GIVE with your employees and the community.
- Ask employees to spread the word to their friends and family.

Create an employee incentive

- Offer employees who show a Go Big GIVE donation receipt a have a jeans day, extra break or provide treats.
- Let employees use volunteer time to help with GBG events

Creativity

Create your own fun opportunities for your leadership team and employees involved in Go Big GIVE!

Social Media Samples



Sample Social Media Posts for Facebook/Twitter/LinkedIn

Consider using photos or graphics along with your text-based social media posts. The Go Big GIVE logo, as well as a number of branded graphics are available for download on the Toolkits tab at GoBigGIVE.org. Anyone and everyone has access to these graphics—including your employees. Encourage them to use them, too! #GoBigGIVE

2 WEEKS BEFORE GO BIG GIVE (April 19th – 22nd):

- It's back! The 3rd annual GoBigGIVE at GoBigGIVE.org on May 3rd.
- Have you heard about the 24-hour giving day GoBigGIVE? Learn more at GoBigGIVE.org.
- You can make your gift to GoBigGIVE early! Go to GoBigGIVE.org April 26 – May 2 and click **DONATE**. It's quick and convenient and ensures you won't forget!
- When is a dollar worth more than a dollar? When every dollar donated grows with match pool funds and incentive prizes. Support your favorite nonprofits at GoBigGIVE.org.

1 WEEK BEFORE GO BIG GIVE (April 26th – 29th):

- <Company Name> supports GoBigGIVE! Give now through May 3rd at GoBigGIVE.org.
- GoBigGIVE is just one week away – how will you support your favorite #nonprofits? Give a gift now or give on May 3rd at GoBigGIVE.org
- Golden opportunity to maximize support to your favorite nonprofits. GoBigGIVE is May 3rd.
- Make your gift early. Go to GoBigGIVE.org April 26 – May 3rd.
- Don't miss the chance to grow your donation in Hall, Hamilton, Howard and Merrick Counties. It's only a week away! GoBigGIVE is a 24-hour online fundraising event to support local nonprofits. GoBigGIVE.org.

GO BIG GIVE DAY (May 3rd):

- Today is GoBigGIVE! Take advantage of the match pool and incentive prize opportunities by donating to your favorite area nonprofits at GoBigGIVE.org.
- Join <Company Name>'s efforts to support local nonprofits and help them win match pool funds and incentive prizes with an online donation at GoBigGIVE.org.
- It's Go Time! Go Big GIVE is happening now at GoBigGIVE.org GoBigGIVE.
- Watch your gift grow today with match pool funds and incentive prizes when you give to your favorite nonprofits during GoBigGIVE. GoBigGIVE.org.

Email Samples



E-Blast Template to Employees (April 19-22nd)

Subject: <Company Generosity>

On May 3rd, our communities will come together for Go Big GIVE and we encourage YOU to join us in supporting the organizations — it's our chance to make a real difference, in a really BIG way. Last year, almost 3,000 donations raised close to \$512,000 in 24 hours!

When is a dollar worth more than a dollar? When donations grow with match pool funds and incentive prizes to deliver even more community impact. With your involvement, we can do more than ever to support our favorite charities.

Join <Company Name> in supporting our local communities through Go Big GIVE in a variety of ways:

- Ambassador – Share this opportunity with your friends, families and on your social media accounts – be sure to use the hashtag #GoBigGIVE
- Donate – Support local nonprofits on May 3rd with an online donation at GoBigGIVE.org. Bring in your donation receipt to participate in Jeans Day Friday, May 6th.
- Donation station: <Company Name> will be hosting on-site donations at <location>.

For questions about Go Big GIVE, contact <Company Contact Person> or email give@GoBigGIVE.org.

E-Blast Template to Employees – one week out (April 26th –April 29th)

Subject Line: Go Big GIVE is almost here!

On Wednesday, May 3rd, our communities will come together for Go Big GIVE and we need YOU to join us. It's 24 hours of giving—and it's our chance to make a real difference, right here in a really BIG way.

Join <Company Name> in supporting our local communities on May 3rd, by donating to your favorite organizations online at GoBigGIVE.org. Busy May 3rd? Go to GoBigGIVE.org to schedule your gift today.

Last year our communities raised almost \$512,000 for local charities. Let's see if we can do even better this year. See you at GoBigGIVE.org!

E-Blast Template to Employees (May 3rd - Go Big GIVE Day!)

Subject: It's Go Time! GO BIG and GIVE today!

Today is the day! Help us make a real difference, right here in our communities. Today only, \$100,000 in match pool funds and incentive prizes are available for local nonprofits when you donate. With your involvement, we can create a new record of fundraising for organizations in our communities.

Join <Company Name> in supporting our local communities today. Every employee who shows their donation receipt can participate in Jeans Day <day of the week>, May <date>. Donate to your favorite nonprofit today at GoBigGIVE.org until midnight.