



PART 1 OF 4:

FINDING AND INTRODUCING YOUR GIVING STORE DIRECTORY LISTING

HOW TO FIND YOUR UNIQUE GIVING STORE DIRECTORY LISTING LINK

- Go to columbusfoundation.org/thegivingstore.
- Use the search box to search your nonprofit name and click on your nonprofit's Directory Listing.
- Look at the URL of your page in the browser's URL/address bar. This is your unique link. Copy and paste this URL to use throughout your promotion and outreach efforts.

Make a list of all your communication and promotional channels—including website, emails, social media, direct mail, printed flyers, business cards, event materials, etc. Cross-promotion is key. Consider adding your unique Giving Store Directory Listing link to all of your channels, sending potentials donors to one unified, easy spot to donate.

HOW TO INTRODUCE YOUR GIVING STORE DIRECTORY LISTING

- Consider introducing your new Directory Listing on The Giving Store as part of a larger communication to your audience(s)
- Add this text to an email, a social media post, etc:
 - **Sample Text:** "We're now in The Giving Store! The Giving Store at columbusfoundation.org is a one-stop shop for effective and easy philanthropy of any kind. Check out our organization in The Giving Store to make a gift today or in the future."
- Send a brief introductory email to your audiences with a photograph of your work and a clear call to action (Emails should be brief and contain a strong central visual with a clear call to action)
- Think of any upcoming events or fundraisers on your calendar, and consider showing a simple PowerPoint slide about your listing or including a reference to your listing in the opening or closing remarks

ACCESS OTHER RESOURCES IN THE NONPROFIT TOOLKIT FOR TIPS ON HOW TO PROMOTE YOUR LISTING

- 10 Ways to Promote Your Giving Store Directory Listing
- Social Media Tips for Promoting Your Giving Store Directory Listing
- Branding Guidelines
- Graphics and Logos, and Working with Photos Guide



PART 2 OF 4:

10 WAYS TO PROMOTE YOUR GIVING STORE DIRECTORY LISTING

1. Use the provided Giving Store graphics (found in the **Graphics and Logos** section of the **Toolkit**) to cross-promote your unique Giving Store link across your organization's communication channels. A centralized, recognizable website and branding will begin to resonate with potential donors—letting them know that this is where they can easily and securely give to your organization.
2. Add a Give Now button to the top portion of your website that links to your Directory Listing.
3. Add a Give Now button to your organization's email signatures with your unique link.
4. Add a Give Now button to your email service provider's email templates (Constant Contact, Mailchimp, etc.). By making a Give Now button part of the email template, potential donors will become accustomed to knowing they can give directly from the emails your organization sends.
5. Include the link with your social media posts, and consider adding it to your social media profile pages in the "About" section(s).
6. When you create a social media post using your unique link, ask your staff, ambassadors, and stakeholders to share that post on their respective social media platforms. Likes and shares on one post will create traction, and the platform will show the post to more individuals.
7. Add your unique link to print materials such as business cards, flyers, event promotion materials, etc.
8. At any upcoming events or fundraisers, consider showing a simple PowerPoint slide about your listing and include a reference to it in opening or closing remarks.
9. Include a Giving Store button in your thank you letters and emails to donors, reminding them that the next time they want to give, they can easily find and donate to your organization using The Giving Store Directory.
10. Promote the idea that every gift matters, with the minimum gift of \$20 accepted throughout your communications.



PART 3 OF 4:

SOCIAL MEDIA TIPS FOR PROMOTING YOUR GIVING STORE DIRECTORY LISTING

1. A successful social media post will contain these elements:
 - Visually appealing photo or graphic,
 - Brief, emotional description or message (the shorter, the better),
 - Your unique Giving Store link, and
 - Call to action.
2. Use emotional quotes from people you impact, donors, board members, and/or staff members.
3. Use compelling visuals and photographs showing off your work or program. (See the Working with Photos Guide for tips.)
4. Use your unique Giving Store link in every social media post to direct audiences to give. A centralized recognizable website will let potential donors know they can easily and securely give to your organization at any time.
5. Create an immediate call to action, with a clear ask. Ask for a donation, or ask your audience to learn more by including your unique Giving Store link.
6. Ask your supporters to share/retweet your posts with their friends.
7. Tag or mention your supporters and partner organizations if referenced in the post. To do so, type your post. When you're ready to mention your partners, type "@" and begin typing their name. Select from the list that appears. Their name will appear blue, indicating a correct tag.

Find sample social media posts on the following page and customizable **Graphics and Logos** in the **Toolkit**.

[continued →](#)



THE GIVING STORE PROMOTIONAL TOOLKIT

SAMPLE SOCIAL MEDIA POSTS

Short + Sweet—Add a Giving Store Graphic!

- Support our organization today in The Giving Store! [your Giving Store link]
- Support us today in The Giving Store! [your Giving Store link]
- Support [insert organization] in The Giving Store. [your Giving Store link]
- Support us in our work to [your mission] in The Giving Store. [your Giving Store link]
- Check out our organization in The Columbus Foundation's Giving Store! [your Giving Store link]
- We're in The Giving Store! Support us in our work to [your mission]. [your Giving Store link]

Emotion + Visuals—Get Creative and Customize!

- Staff quote: "Our work is needed to help improve the lives of others in our community." Help us do so by donating to [your organization] in The Giving Store. [your unique link to The Giving Store].
- Donor quote: "I support this program because I believe it has the potential to make a difference." You can support [your organization] today, too: [your unique link to The Giving Store].

Emotional message:



Our [your program] allows young students to get the support they need outside of school, in order to be successful in school. Help us continue to support students: [your unique link to The Giving Store].



PART 4 OF 4:

NONPROFIT DIRECTORY LISTING BRANDING GUIDELINES

BOILERPLATE LANGUAGE

The Giving Store:

The Giving Store at columbusfoundation.org is your one-stop shop for easy and effective philanthropy of any kind, including Better Together projects. These projects are time-sensitive opportunities to improve our community, together. Recommended by our community experts, the needs are immediate and the solutions are smart—let's make Columbus better together!

Nonprofit Directory Listing:

A Nonprofit Directory Listing is a streamlined snapshot of your organization that includes your logo, featured image, mission statement, and contact information. With a Directory Listing in The Giving Store, your organization can accept credit card gifts through electronic transfer from anyone at any time; access and export credit card gift acknowledgement details; and participate in crowd funding campaigns including giving day events. A listing increases your organization's visibility in the donor community and provides a link to your website where they can learn more about your story.

WORKING WITH PHOTOS: GUIDELINES & TIPS

When using the provided Giving Store graphics and templates, and if you are using your own photographs for promotion purposes, consider these guidelines to uphold the quality of your images and your organization's brand.

CHOOSING A PHOTOGRAPH, GRAPHIC, OR LOGO TO USE ON THE WEB (VIA SOCIAL MEDIA, EMAIL, WEBSITE, ETC.):

- Use an original photo with a high resolution to avoid blurriness.
- Use a photo of your organization and/or its direct work. Choose a simple and bold scene that represents your core mission.
- Use a single photo, not a collage of photos.
- Do not use clipart or animations.
- Do not use borders.
- Do not use charts or a graph, unless it is applicable to the specific use of your image.
- Do not have text in the photograph. (Use captions and email text to explain the photo if necessary.)
- To resize or crop a photo, use a resource like Photoshop or an alternative resource suggested below.
- Example Images:



PHOTO FILE TYPES AND SIZES

- Opt to always use a JPEG file when uploading to a website, social media, email, etc.
- Use a resolution of 72 dpi or "dots per inch" (also referred to as "ppi" or "pixels per inch"). (See "How to look up Photo Size and Photo Resolution" on the following page).
- If given the option, use RGB mode and not CMYK.
- Use a large photo for quality, but make sure the file size is well under 1M (File sizes between 300-500 KB are normally high quality enough for web).
- A good photo size for web is 2000 pixels (width) by 1200-1600 pixels (height) at 72 dpi.

continued →



GIVING STORE GRAPHICS & TEMPLATES

- Add your organizations logo only where applicable in the provided templates.
 - **Note:** If you are having trouble with a white background behind your logo, find the original PNG file type of your logo. PNG images have transparent backgrounds.
- Try not to resize the graphic to keep its proportions and quality intact.
- Do not overlap the logo with other logos in the graphic.
- Leave space around each logo. Ensure it is not too close to an edge or does not appear too close to the other logos.

HOW TO LOOK UP PHOTO SIZE:

If you need to look up the size (in pixels) of a photo:

- Double click to open the image in your computer's default photo viewer (ex: Windows Photo Viewer).
- Right click on the photo.
- Select "Properties".
- View the size under "Image" and "Dimensions." The size will appear by dimensions (pixel x pixel) and also by width and height in pixels.

HOW TO LOOK UP PHOTO RESOLUTION

If you need to look up the resolution of a photo (also known as "dots per inch" or "dpi"):

- Double click to open the image in your computer's default photo viewer (ex: Windows Photo Viewer).
- Right click on the photo.
- Select "Properties".
- View the resolution under "Image." The resolution will appear by "dots per inch" or "dpi." It is best practice to have 72 dpi for photos that will be used on the web.

FREE IMAGE RESOURCES (OTHER THAN PHOTOSHOP):

- Getpaint.net
- Befunky.com