



increase your foundation's presence in the everyday lives of your donors and prospects



Community foundation toolkit to increase your foundation's presence in the everyday lives of your donors and prospects, including a brief post to ease tensions about tax reform without creating fear among your donors.

Today's work-life-community-wellness mindset is dramatically changing the behavior of donors and prospects. Community foundations need to respond by increasing their presence in the everyday lives of people in the community.

Post #1

Title: Why caring about your health and wellness goes hand-in-hand with your philanthropy



Purpose: Show that philanthropy is part of a well-rounded lifestyle, thereby triggering an emotional connection between the donor or prospective donor and your foundation

Channels: Blog, Facebook, or LinkedIn

Timing: Thursday morning works well for this content because people are beginning to think about the weekend

Photo: Use a photo that connotes health and wellness, such as the photo below (which you are free to use as part of your license)



For many people, caring about their own health and wellness is a key component of a well-rounded, philanthropic lifestyle. Whatever activities you believe are important for your overall well-being not only make you healthier, but also prepare you to help others improve their lives, too.

Here's what you might say if you're among those who incorporate wellness in to a social impact lifestyle:

- "It's like they tell you on every flight—put the oxygen mask on yourself before you assist those traveling with you."
- "You have to be in touch with your own basic needs before you can truly help others achieve their own."

- “It is really important to my mental well-being to stay current on humanitarian events and the overall challenges of our society. This better equips me to make a difference and makes me feel educated on the issues.”
- “My beliefs are part of my core. I believe people should have access to health care and healthy food—in developing countries, in our schools, and in my own home, too.”

If this sounds like you, here are a few “doing good” activities you might enjoy:

1. Traveling on a mission trip over spring break to a location you’ve always wanted to visit.
2. Planting an organic garden with your favorite vegetables.
3. Gaining leadership experience for your career by serving on the neighborhood association board of directors.

Caring for your mental and physical health is the first step in doing the most good for others. Pay attention to what makes you feel better, and always remember to celebrate the little things. Philanthropy is about being human. That means you.

The team at your community foundation understands that giving to favorite causes means a lot more than just writing checks or using a credit card to donate online. We know that philanthropy is an important part of your life, helping you stay connected and thriving in the community you love. Thank you for the opportunity to celebrate philanthropy, together!

Post #2

Title: If you can give a little, you have a lot

Purpose: Reinforce the positive feelings of gratitude that result from charitable giving. This helps take philanthropy out of the “transactional” realm and into the stickier “emotional” realm.

Channels: Blog, Facebook, or LinkedIn

Timing: Wednesday morning works well for this content because you are balancing the head and the heart, which is consistent with the tone of a week in full swing.

Photo: Use a photo that connotes an expanded definition of giving, such as the photo below (which you are welcome to use as part of your license).



People who practice gratitude report stronger immune systems, more positive emotions, lower blood pressure, increased happiness, more compassion, and fewer feelings of loneliness.

Practicing gratitude goes hand-in-hand with giving. But how?

Feelings of gratitude are one of the most powerful benefits philanthropy can offer to the person doing good for others. Here's why: When you write a check to your favorite charity, or throw coins into a donation box, or support a cause through a donor-advised fund at the community foundation, your actions automatically reinforce that you've got something to give. You become more grateful for what you have.

Giving to charities is important in our community because charitable organizations use the money to support people in need, pay for educational and research activities, engage in the arts, or pursue other charitable endeavors. Giving includes writing checks, donating stock, making grants from a family foundation, or even dropping coins in a fountain to support a children's hospital. When you give, you are contributing to a charity that is improving the quality of life for others.

What does "grateful" giving look like in everyday life? Here are a few things grateful people say about giving to their favorite causes:

- "You never know when you might be at a point in your life where you need help from a charity. It's important for people both to give to, and receive from, each other."
- "It makes my day to get a thank you note from a charity promptly after I send a check."
- "Some of my best friends are the people who work at the charities I support."

What types of giving activities increase gratitude? Here are just a few:

1. Hand-delivering checks to charities as an opportunity to say “hello” and “thank you” to the people working so hard to improve the lives of others.
2. Giving money to a best friend’s favorite charity.
3. Collaborating with family members during the holidays to make one big gift to a single charity instead of many small gifts to different charities.
4. Encouraging children to add money to a piggy bank designated for charity and then mailing the money to the charity in an envelope with pictures drawn by the kids, or giving online with a credit card and emailing the pictures.

Post #3

Title: Give because you want to give

Purpose: Quickly ease tensions about tax reform without overwhelming audiences with details

Channels: Blog, Facebook, or LinkedIn

Timing: This post will work well on Tuesday, a highly productive day of the week when people are more easily able to work through financial concerns.

Photo: Use a simple photo that shows happy faces. You want to decrease tension around the tax reform issues. Feel free to use the photo below as part of your license.





Giving to charities is as American as wrapping paper and cheeseburgers. Still, just because you give money to a charity doesn't necessarily mean that you will see a benefit on your tax return as tax laws change over time.

Sure, a tax deduction can be a nice perk. But it isn't the reason you're doing good. As law school tax professors are known to say, "You don't give away a dollar to save thirty cents." You're giving because giving is one of the ways you enjoy doing good for others. It's how you express your love of humanity. It fills you with gratitude. It's philanthropy, it's social impact, it's good for the community, and it's good for you, too.

Post #4

Title: Get out your T-shirts and celebrate volunteering

Purpose: Remind people that their efforts to volunteer for favorite causes are an important part of philanthropy. This is critical as your foundation engages the next generation of donors who might be giving time now but soon will be giving dollars.

Channels: Blog, Facebook, or LinkedIn

Timing: This post will work well any day of the week. It's intended to be lighthearted. Have fun with the T-shirt theme.

Photo: Show someone wearing a charity T-shirt.



My parents went to Bermuda and all I got was this lousy T-shirt.

Remember that slogan? It turns out that T-shirts are a big deal among volunteers. Here's what people are saying:

- “We all got together to fix up a house and we got to wear these really great T-shirts with our company logo. It was great for the photo op!”
- “Our department got T-shirts for our community service project. We came up with a name for our team, a logo, and a slogan, and then we ordered the T-shirts. It was really fun to wear them on the community service day and show our team and community spirit all at the same time.”
- “I took the kids to volunteer at the animal shelter. The shelter gave each of the kids a T-shirt. The kids wear them all the time! I think it's because doing good is a cool thing to do and they are proud of the time they spent to make life better for others.”

Volunteering is a big deal in America, and not just because of the T-shirts. Examples of volunteering include serving meals in a soup kitchen, sorting clothes in a homeless shelter, helping out at a school, or picking up trash on the side of the road. According to the Bureau of



Labor Statistics, a few of the most popular volunteering activities include tutoring, serving food, providing transportation, coaching youth teams, offering management assistance, mentoring youth, helping out with office work, being an usher or a greeter, and performing music as a community service.

The Corporation for National & Community Service offers a wealth of information about the health benefits of volunteering. For example, research studies indicate that volunteering improves self-worth and feelings of accomplishment, as well as enhancing a person's social networks. These dynamics help decrease stress and reduce the risk of disease.

That's not all! The Corporation for National & Community Service also keeps health and volunteering data from the U.S. Census Bureau and the Center for Disease Control. The data indicate that states with a high volunteer rate also have lower rates of mortality and incidences of heart disease. The data also show the reverse: Health problems are more prevalent in states where volunteer rates are lowest.

What people say about volunteering:

- "My personal, professional, and family relationships are greatly enhanced when we volunteer together."
- "Every volunteer event should include time to socialize and make friends with the people who work at the charitable organization."
- "I am always looking for recreational activities that involve an element of volunteering."

Here are few volunteering activities you might enjoy:

1. A weekend outing where a few hours are spent volunteering, followed by a social hour, group lunch, or hosting a dinner at a volunteer's home.
2. Regularly polling a group of friends to decide where to volunteer, and switching it up every month.
3. A volunteer opportunity that involves working one-on-one with the people and families served by a charitable organization.
4. Scheduling a volunteer event with children, parents, siblings, and cousins around the holidays as a way to bring the whole family together.

So how 'bout it? If volunteering is one of the ways you like to do good, dig up one of your favorite charity T-shirts and wear it proudly! Or volunteer to be in charge of ordering T-shirts for a service project near and dear to you.... They mean more than you know!

Post #5

Title: A four-step process for boards of directors to help raise money

Purpose: Reinforce appreciation for your donors and prospective donors who serve on boards, especially because they are recruiting new resources into the organization.

Channels: Blog, Facebook, or LinkedIn

Timing: Tuesday or Wednesday is a good day to post this material.

Photo: Show people in a collaborative setting.



Nearly 1.5 million charitable organizations in America are doing everything they can to secure a share of the 2 percent of GDP representing annual philanthropy. Bringing new donors into the fold is the key to sustaining a mission for the long haul. To do that, the charities' boards of directors and the teams they lead have to get inside the heads of today's donors. The future of charitable organizations depends on it.

So, if you serve on a charity's board, what are the best practices you should be encouraging the charity's staff to consider? Here's a four-step process that charities can use to drive new donor involvement:

1. **Affirmation:** Similar to positive reinforcement, "affirmation" means acknowledgment—without judgment—that the potential new donor is already doing a lot of good. For example, a charity will have much better luck engaging a new donor with a comment like: "You do so much in the community! Thank you for your commitment to philanthropy." Than this: "We'd love for your support to start flowing in our direction."



2. **Education:** A charity has to show the potential new donor what it's all about. Who else is on the board? What are the charity's programs and whom do they help? What are the quick facts about the charity's finances and history?

3. **Inspiration:** Stories are powerful. What's an example of a life that was changed for the better because of what this charity does? How did support from donors help make that happen?

4. **Motivation:** A charity can offer a few simple ways to get involved one step at a time. For example, a board member could extend an offer to a prospective donor to take a tour, or ask a new donor for a modest gift to support an annual campaign. Or ask the donor to purchase a ticket to a fundraising event. Micro moves! Remember, people at all levels of giving frequently express this frustration: "I want to help, but I just don't know how I can help." It is not useful for a potential new donor to be told to "get involved" with nothing specific to back it up—no call to action.

Everyone who serves on boards of directors, committees, and task forces is helping strengthen charities and make our community better, especially by bringing new donors to the table. It is very hard work, requires a lot of time, and involves commitments that last months and even years. Serving often goes unnoticed, but it's what makes it all work. Serving is an important part of our community's philanthropy ecosystem. The team at the community foundation celebrates your service!