



#KYGives20

Countdown Toolkit

May 5 - May 12, 2020

Introduction

- [92% of Kentucky nonprofits are already experiencing disruptions in programs & services due to COVID-19](#). The skyrocketing demand for services, along with the loss of event and other revenue, is taking a serious toll on our sector.
- To rally us all together and raise the voices of nonprofits everywhere, Giving Tuesday is launching #GivingTuesdayNow on May 5th. For Kentucky nonprofits, we will use this opportunity as a launch pad for #KYGives20 on May 12th!
- We are excited to be working with marketing and social media expert [Julia Campbell](#) and our partners at GiveGab to provide you with the tools, ideas and inspiration to tell your story and help raise needed donations to fund your mission.
- Be sure you register for our [webinar on Tuesday, April 14 at 11:00am EST](#) to learn all of the details! You'll also receive a suggested theme calendar and a Countdown Kit so we can all countdown the days to #KYGives20 from May 5 to May 12!

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- The Kentucky Gives Day site is OPEN NOW for donations, giving participating organizations more time to raise much needed funds if they choose. Donations received via our Kentucky Gives Day platform, minus a small processing fee, will be direct deposited into your organization's bank account within several days and donors can elect to cover these processing fees (and most donors do).

More information on #GivingTuesdayNow May 5

- <https://now.givingtuesday.org/>
- #GivingTuesdayNow is a global day of giving and unity that will take place on May 5, 2020 as an emergency response to the unprecedented need caused by COVID-19.
- Nonprofits, NGOs + Organizations: [Access tools and resources here.](#)
- [10 Ways to Participate in #GivingTuesdayNow Without Asking for Money](#)
- [#GivingTuesdayNow: Social Media Tips, Tricks, and Strategies for Success](#)



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Examples of emails and social media posts from nonprofits during coronavirus: www.bit.ly/NPCovid

KY Gives Countdown Graphics, Animated and Static: www.bit.ly/KYGives20

Theme Calendar Ideas:

Monday Motivation

More info at www.kygives.org

Motivational quotes can be found here:

<https://www.brainyquote.com/lists/topics/top-10-motivational-quotes>

Questions to get the ball rolling:

- What motivates staff to show up to work, even in a crisis, and even if they are working from home?
- What motivated the founding of this nonprofit?
- What motivates donors to give to your organization?

Story Tuesday

Share a story or a short “mission moment” about a staff member, volunteer, donor, or community partner.

For more ideas on storytelling, check out the two e-books in the [Countdown Toolkit Google Drive folder](#) to help:

Storytelling in the Digital Age Workbook

6 Types of Stories You Should Be Telling on Social Media

Wellness Wednesday

Share a wellness or self-care tip. See this example from Fight Colorectal Cancer:

FIGHT Fight Colorectal Cancer
March 27 at 5:19 PM · 🌐

Tune-in LIVE this Wednesday, right here on Facebook at 11 AM ET for a 15-minute LIVE workout with colorectal cancer survivor and fitness instructor Joanna Haydon!

FIGHT COLORECTAL CANCER
Wellness Wednesday
Workout with CRC Survivor Joanna
11 AM ET LIVE ON

Stay Home • fighterc 2h

**JOIN US LIVE ON
FACEBOOK THIS AM!**

**WELLNESS
WEDNESDAYS**

LIVE 8am PT / 9am MT / 10am CT / 11am ET
FIGHT COLORECTAL CANCER

**ANDREA LEE WILL LEAD
US THROUGH A
MEDITATION**

Thankful Thursday

What are we thankful for today?



Feel-Good Friday

Feel free to be entertaining, share something humorous, or a feel-good story that you saw in the news.

Some inspiration can be found in the Facebook Group COVID-19 Silver Linings:

<https://www.facebook.com/groups/220217499101221/>

How to get more participation in the countdown and in KY Gives Day:

Send your supporters a calendar invite for #GivingTuesdayNow and #KYGives20!

<https://support.google.com/calendar/answer/172013?hl=en>

Create a #KYGives20 Facebook Frame for your organization:

<https://www.facebook.com/help/347754702253981>

More info at www.kygives.org