



2021 End-of-Year Push

1. Update your board on your progress in the campaign so far (email Tracey for a total). We expect to see about at least \$500,000 more come in this year – make sure a good portion of that is directed your way! If you’ve already had a face-to-face meeting this month, use this template to write an email:

Hello all! We’ve just heard from One Call for All that \$1,100,000 has come in so far, for the 125 partner agencies. Our total as of last week was \$____. Remember that 100% of each donation goes directly to our organization, and we’ll get a share of the Community Fund for each donation over \$20 that we receive. Please make your donation today, at www.onecallforall.org, and encourage your friends and family to include ____ in their Red Envelope gift this month.

2. Email board and volunteers, asking them to remind friends and family to include your agency in their Red Envelope gift.

Hi, ____! I’m sure you know that I am involved with ____ (organization) and am proud of how we contribute to making Bainbridge Island a special place. I have been working hard to ensure their work continues to thrive in these challenging times. Once again, we’re included in One Call for All’s Red Envelope Campaign this year. I hope you’ll consider including ____ in your gift this year. It’s easy to do online... visit www.onecallforall.org to learn more and make a gift online.

3. Call current major donors and let them know you’d like to leverage the Community Fund donations and make the most of the campaign. Even a small additional gift will help your organization! Ask them to give through One Call for All if they plan to make a year-end gift. Remind them that 100% of their donation will be delivered to your organization.
4. If you have any in-person events, or board members/volunteers who have in-person meetings or businesses and they want to support your organization, print a poster or flyer with a QR code. Ask Tracey for a QR code, which will link to your unique URL on the OCFA website, and insert it into the layout of your ad/flyer/document/poster. Prospective donors can point their smartphone camera at the code and will be taken directly to the link.
5. Use the small customizable envelopes! You can mail these, pass them out, have them handy at events, have your board members distribute at their place of work or holiday party.
6. Social Media! If you haven’t yet, buy an ad on Facebook. You can boost a post for as little as \$5. **When you do so, it’s important to remind board and volunteers to LIKE, COMMENT on, and SHARE your post.** This will help tremendously. Check out all of the social media tips on our agency support site: www.onecallforall.org/agencies

Be sure to play along with our “What matters most to YOU?” campaign on social media (and in emails to donors). You can record a short video of a donor, board member, program participant, volunteer, or random person on the street. Ask them to tell why your organization matters most to them, and post on social media

with a link to your unique URL. Tag One Call for All and we will share with our supporters as well. Utilize hashtags: #give #philanthropy #whatmattersmost #bainbridgeisland #1Call4All.

7. Remind board, donors, volunteers, and social media followers, that your agency can receive gifts of stock or other appreciated assets through One Call for All, even if you do not have a brokerage account. It need not be a large gift, and the donor can divide the proceeds among as few or as many organizations as they'd like. It's incredibly easy, and there are excellent tax benefits. Check out our website for more information:
www.onecallforall.org/stock
8. Invite ALL of your constituencies to give: people you serve, audience members, parents of clients, students or athletes you work with, vendors, volunteers, donors, etc. If you're not in the habit of asking program participants to give, now is the time. These folks have the deepest understanding of the impact of your work.
9. Use Red Envelopes! Come get some from me, and bring them to performances, holiday celebrations, meetings, and events. They are a great visual at performances and other year-end celebrations.
10. Use yard signs! Please put them up at your place of service, during performances and events, etc. Include them in photos you post on social media.
11. Include mention of One Call for All and your agency's specific link in ALL electronic correspondence.
12. Make your own gift!