



Q4 End-of-Year Push

1. **Leverage your board:** Update them on your progress in the campaign so far (email Lisa at director@onecallforall.org for your current total), encourage them to make their own gifts if they haven't yet, and ask for their help in spreading the word among friends, family members, and others in the community. Remind them that December is the busiest month of the year at OCFA – make sure a good portion of what comes in is directed your way!
2. **Email board and volunteers:** Per #1 above, ask your greatest proponents to remind friends and family to include your agency in their Red Envelope gift. Also remind them that 100% of each donation goes directly to your organization (AND you'll get a share of the Community Fund for each donation or \$20 or more). Include a link to the [OCFA donation page](#) and/or to your agency's unique URL.
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 Lisa (director@onecallforall.org) for your own code, which will link to your agency's unique URL on the OCFA website; you can 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 (white) 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. Let Lisa know (director@onecallforall.org) if you need a supply.
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 your 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. **We can accept gifts of stock:** 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. **Encourage giving from a DAF or IRA:** We also accept donations from an IRA (RMDs, or Required Minimum Distributions from an Individual Retirement Account) for those donors over 73, and also from a DAF (Donor Advised Funds) from any financial institution. Donations need not just be the standard cash/check or credit card!
9. **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.
10. **Encourage recurring (“evergreen”) donations:** Even if your board members, volunteers, or other donors are not able to make a significant single gift, encourage them to consider a smaller amount on a recurring basis. We can manage recurring monthly or quarterly donations of any amount. (For your benefit, they are ideally at least \$20 each, as that will net you additional shares of the Community Fund!)
11. **Use Red Envelopes:** Come get some from our office (at the Marge Williams Center), and bring them to performances, holiday celebrations, meetings, and events. They are a great visual at performances and other year-end celebrations. Email Lisa (director@onecallforall.org) if you’d like to get some.
12. **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. Email Lisa (director@onecallforall.org) to arrange pick-up from our office at the Marge Williams Center.
13. **Include mention of One Call for All** and your agency’s specific link in ALL electronic correspondence. Insert our logo (or any of the icons, available on the [Partner Agency Resources page](#)) into your correspondence as well.

14. Make your own gift: Lead by example, and make a gift of your own through OCFA. If it's \$20 or more, your agency will receive a share of the Community Fund, which means an extra \$3-5 on top of your donation.