

NORTH TEXAS
GIVING DAY
COMMUNITIES FOUNDATION *of* TEXAS

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Maximizing Giving Days for Community Impact

Today's Agenda

Basics of North Texas Giving Day

Communication by Audience

Activation Tools

Elevating Nonprofits

2025 and Beyond

What is North Texas Giving Day?

Communities Foundation of Texas' North Texas Giving Day is the nation's **largest giving day**. It has transformed from a tool intended to help local people give wisely, to a movement that ignites community-wide giving.

North Texas Giving Day was founded in 2009 in response to the changing philanthropic landscape with one goal: help donors find local nonprofits.

Since then, the initiative has grown from supporting one county and 345 organizations - **to 20 counties and more than 3,200 organizations annually.**

Last year, nearly 90,000 donors came together raising more than **\$71 million** for local organizations, bringing its **sixteen-year total impact by the numbers to over \$635 million.**

At Communities Foundation, two of our priorities are **growing community giving and expanding community impact** – and North Texas Giving Day helps accomplish both.



When is North Texas Giving Day?

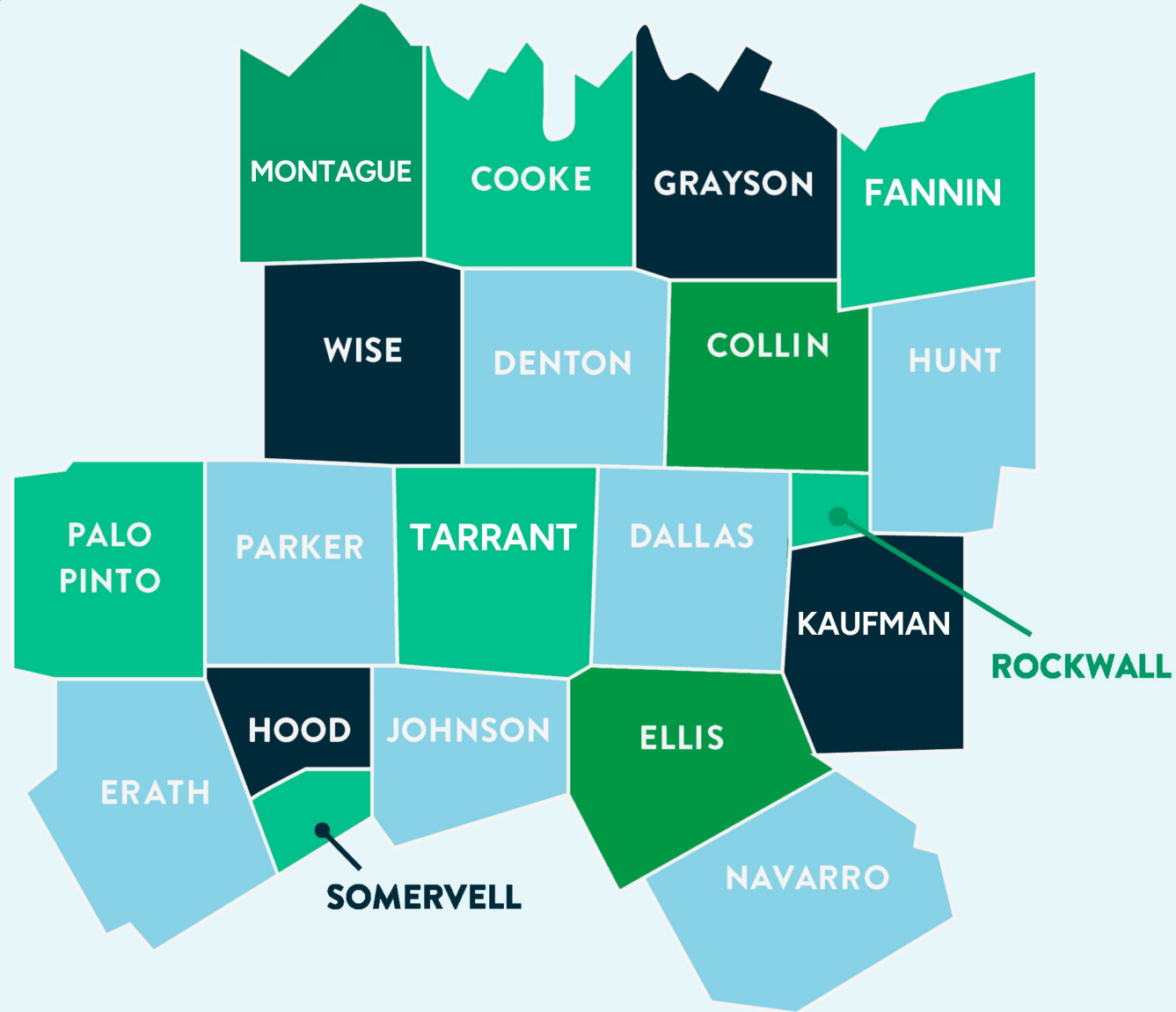
North Texas Giving Day falls on the third Thursday in September.

This year, for 2025, it will be Thursday, September 18!



Who do we serve?

Giving Day supports nonprofits in more than 30 cause areas across 20 North Texas Counties.



Benefits for Nonprofits

Expanded reach

Giving Day helps nonprofits reach new audiences and raise more money with the support of large-scale paid and in-kind advertising and special media coverage.

Easy way to grow fundraising

Customizable online giving pages to drive donations, set up matching fund campaigns and promote events and volunteer needs.

Program costs covered

All tools, training, resources, marketing, transaction, and technology fees are funded by CFT and our supporters.

100% of online gifts made during the Giving Day season go directly to local nonprofits.

Curated tools

Extensive on-demand, free training and tools from trusted experts, plus invitation-only networking opportunities.

Benefits for Donors

Their donation is all in

Communities Foundation of Texas, sponsors, and generous givers cover all transaction and technology fees for nonprofits.

One-stop shop

Donors can support one or more of 3,000+ nonprofits across 25+ cause areas, all in one place.

Nonprofits they can trust

Each nonprofit is verified and in good standing with the IRS so donors can give with confidence.

Discover new organizations

Donors can search and connect with nonprofits whose purpose meets their passion.

Annual Cost of Giving Day

CFT invests 4-5% of the total amount raised, annually.

Sponsors:

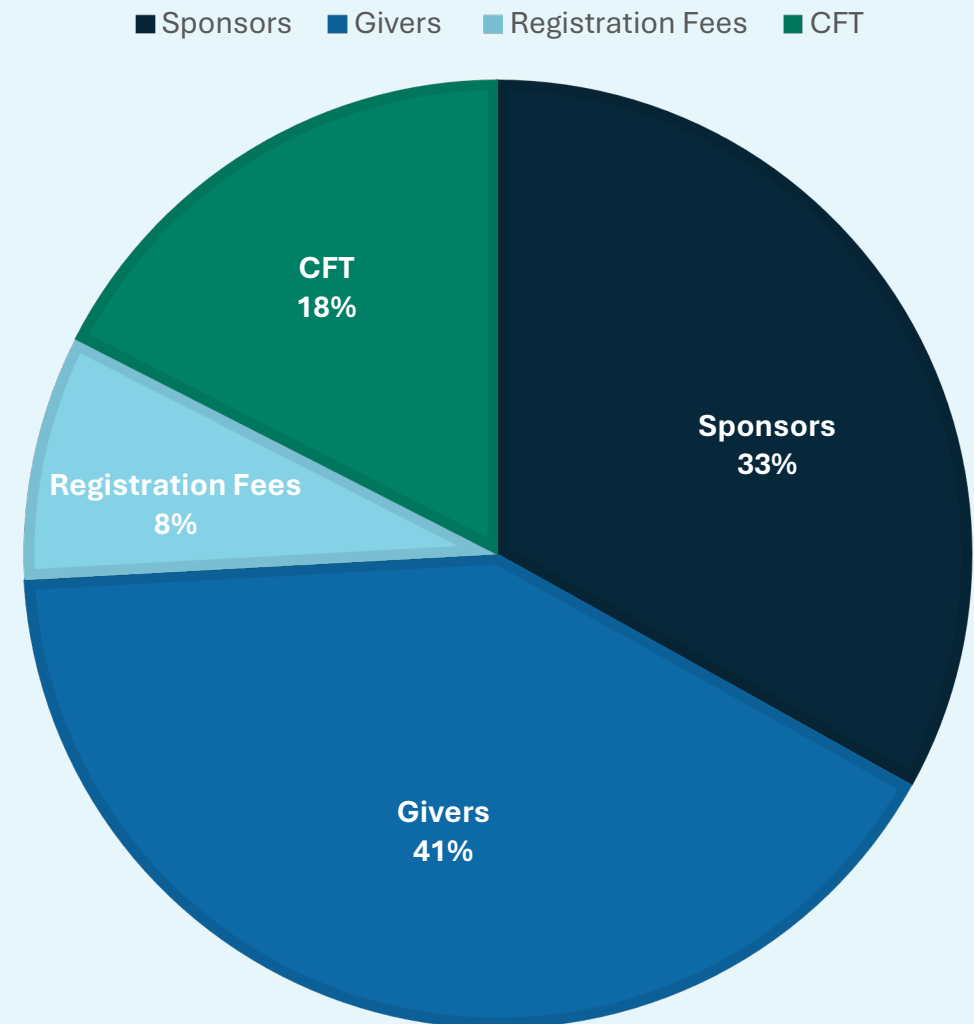
30+ partners each year help us host this event.

Registration Fee:

Nonprofits pay a nominal registration fee (\$50 - \$200).

Givers:

Are invited to “Extend Generosity” and make a gift to the Giving Day program.



Communication by Audience

Giving Day Audiences

Givers

CFT Fundholders

Sponsors

Stakeholders

Nonprofits



Giver Engagement Campaign

Email Marketing

- **Goal:** Quality over quantity - targeted emails

Direct Mail

- Personal letter from President/CEO to major Giving Day givers
- Postcard mailer to previous givers

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WAYNE WHITE
President and CEO,
Communities Foundation of Texas

NATHANIEL LOWE
North Texas Giving Day Ambassador
& World Series Champion

BE A CHAMPION OF GIVING

Give now through September 19 at NorthTexasGivingDay.org

A little goes a long way when North Texans give all at once.

With over 3,000 local nonprofits registered for North Texas Giving Day, your gift is needed more than ever. Help nonprofits secure the funding necessary to reach their goals.

During North Texas Giving Day, all program fees are covered by Communities Foundation of Texas, sponsors, and generous givers so 100% of gifts go directly to local nonprofits.

Thank you for joining us in our vision to build a thriving community for all in North Texas.

— Communities Foundation of Texas

COMMUNITIES FOUNDATION of TEXAS
5500 Caruth Haven Lane
Dallas, Texas 75225-8146

Nonprofit Organization
U.S. Postage
PAID
Permit No. 4239
Dallas, Texas

Not sure where to give?
Take our online quiz and get matched with nonprofits in your community.

NORTH TEXAS GIVING DAY [DONATE](#) | [ABOUT US](#)

Dear <<First Name>>,

Thank you for being a North Texas Giving Day supporter. Your involvement fuels us each year to be able to give back and do more. We are writing today to ask you to save the date for the opening of North Texas Giving Day, this Sunday, September 1.

Last year, together with your North Texas neighbors, you helped us raise over \$60 million for over 3,000 local nonprofits. This year, we have the opportunity to raise even more money for more than 25 cause areas across 20 North Texas counties, but we can't do it without you.

A little goes a long way when North Texans give all at once. Communities Foundation of Texas, sponsors, and generous givers cover all program fees so 100% of gifts go directly to local nonprofits. So mark your calendar this year from September 1-19 for the 16th annual North Texas Giving Day.

Thank you,

Communities Foundation of Texas

BE AN AMBASSADOR FOR NORTH TEXAS GIVING DAY
[Create your page now.](#)

JOIN US ON SOCIAL MEDIA
[#NorthTexasGivingDay2024](#)
[#NTXShareYourCare](#)

[f](#) [@](#) [x](#) [in](#)

[View this email in your browser.](#)

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[Unsubscribe](#)
By unsubscribing from this email, you will be unsubscribed from all North Texas Giving Day emails from Communities Foundation of Texas.

Giver Engagement Campaign

Give Again Email

Goal: Drive givers to make donations to the same organizations they gave to in 2023.

By clicking the give again button, their cart automatically repopulates on NorthTexasGivingDay.org and invites them to increase their donations.

The screenshot shows an email interface for North Texas Giving Day. At the top, there is a dark blue header with the logo and navigation links for 'DONATE' and 'ABOUT US'. The main body of the email is white and contains a personalized greeting, a thank-you message, and a prominent green 'GIVE AGAIN' button. Below the button, there is a paragraph of text and another thank-you note. The footer section is dark blue and features a smartphone mockup displaying a 'My Cause List' with various nonprofit logos, a call to action to 'BE AN AMBASSADOR FOR NORTH TEXAS GIVING DAY', and social media links for #NorthTexasGivingDay2024 and #NTXShareYourCare. At the bottom, there are icons for Facebook, Instagram, X, and LinkedIn, along with a small photo of a woman hugging a child.

Giver Engagement Campaign

Give Where You Live and Cause-Based Emails

Goal: Drive local donations from past givers filtered by their county (Dallas, Denton, Collin, and Tarrant) or a specific cause-area that they had given to previously.

The screenshot shows an email campaign for North Texas Giving Day. At the top, there is a dark blue header with the logo and navigation links for 'DONATE' and 'ABOUT US'. The main body of the email is white with a green call-to-action button that says 'GIVE TO TARRANT COUNTY NONPROFITS'. Below the button, there is a paragraph of text explaining the impact of donations and a thank-you message. At the bottom, there is a green section with the text 'NOT SURE WHERE TO GIVE?' and an image of a hand holding a smartphone. Below this is a blue section with a countdown timer showing 20 days, 6 hours, 40 minutes, and 32 seconds remaining. The footer includes the text 'Powered by MotionMail'.

NORTH TEXAS GIVING DAY [DONATE](#) | [ABOUT US](#)

Hi <<First Name>>.

A little goes a long way when our Tarrant County residents give all at once. With over 1,500 nonprofits serving Tarrant County registered for North Texas Giving Day, your gift is needed more than ever. Help local nonprofits secure the funding they need to reach their goals and expand their programming.

GIVE TO TARRANT COUNTY NONPROFITS

During North Texas Giving Day, Communities Foundation of Texas, sponsors, and generous givers cover all program fees so 100% of gifts go directly to local nonprofits. When 100% of your gift goes directly to local nonprofits of your choosing – you truly can give where you live, and see those dollars invested back into our community.

A little goes a long way when we all give together. Thank you for joining us on our mission to build a thriving community for all here in North Texas.

Communities Foundation of Texas

NOT SURE WHERE TO GIVE?
Take our [online quiz](#) and get matched with nonprofits in your community

NORTH TEXAS GIVING DAY ENDS SOON, GIVE TODAY!

20 DAYS
6 HOURS
40 MINUTES
32 SECONDS

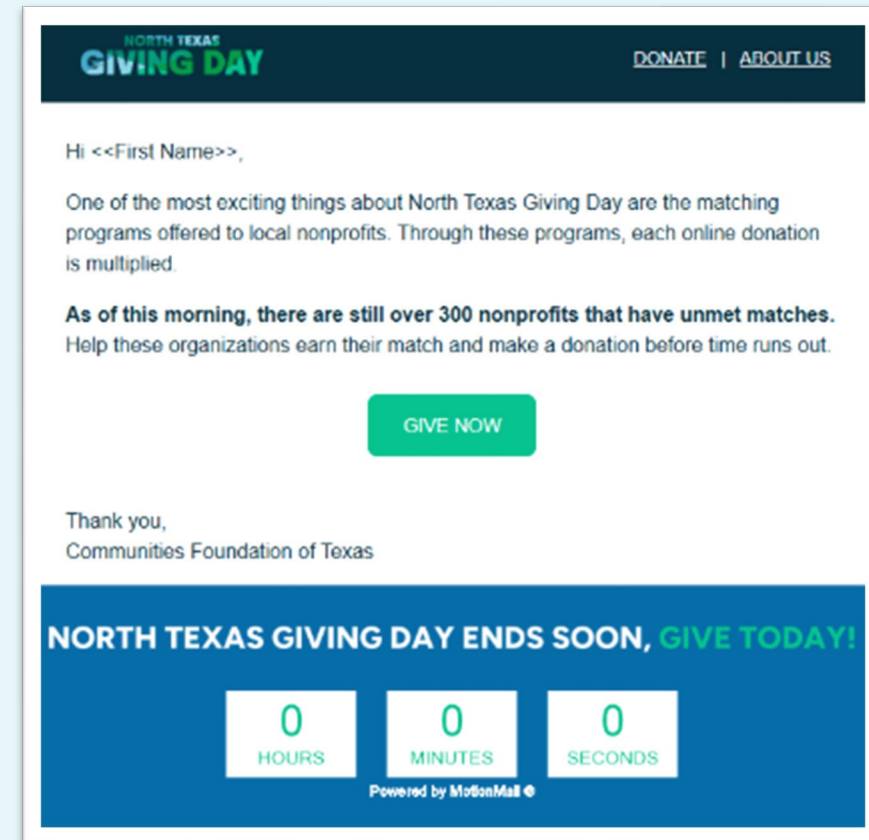
Powered by MotionMail

Giver Engagement Campaign

Unmet Matching Email

Goal: Help nonprofits meet their available matching dollars

Two days before North Texas Giving Day,
we sent an email to all previous givers highlighting nonprofits who had unmet matching funds.



Fundholder Engagement Campaign

Individuals, families, and businesses who have donor-advised funds at CFT received several touchpoints.

Email:

- Giving Day is Here Email (all fundholders)
- Give Again Email (2023 givers)
- Join the Giving Day Movement (new fundholders)
- Join the Giving Day Movement (lapsed fundholders)
- Last Chance to Give (all fundholders)

Direct Mail:

- Personalized letter from President/CEO

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CAUSES YOU LOVE, WITH HELP FROM PARTNERS YOU TRUST.

CFT's North Texas Giving Day is here!

Join fellow Communities Foundation of Texas fundholders and get a jump start on end-of-year gifts, pay your board dues, and make a commitment to be a part of North Texas Giving Day.

As an extra thank you for partnering with CFT for your giving needs, we are excited to announce that this year **we will match up to 10% of your early grants!** Make your North Texas Giving Day grants before September 17 to qualify. In addition, all grants made online before September 17 will also be eligible to receive an additional \$1,500 to the nonprofit of your choice. Together, we are building thriving communities for all.

Our team is here to make your Giving Day grantmaking easy. Here's how you can let us know which nonprofits you'd like to support!

1. Simply [log-in to the fundholder portal](#) and click the Giving Day banner to make your grants through the North Texas Giving Day platform.

2. Ready to make your Giving Day grants and want to login to the portal later? Simply reply

Internal Stakeholder Engagement Campaign

Giving Day Weekly newsletter

Sharing performance updates, events, and opportunities to get involved.

Employee Engagement Days

Four days during Giving Day, dedicated to CFT's pillars [health, wealth, living, and learning] with hands-on activities and opportunities to give.

Employee Sweepstakes

Employees were entered into a drawing by completing a Giving Day "activity", such as donating, posting on social, or volunteering.



Sponsor Engagement Campaign

Prize Patrol

Surprise check presentations to nonprofits of their choice.



Custom Giving Pages

Personalized giving pages, designed by the partner, to support causes they care about and engage employees in giving back.



Nonprofit Engagement Campaign

Email Marketing

Bi-weekly email newsletters that provided step-by-step campaign planning resources.

Weekly email reminders about registration to those still in the process of getting started.



Engagement Efforts: Big Wins and Lessons Learned

Big Wins

- **Givers:** Higher engagement with urgency-driven emails.
- **Fundholders:** 35 new CFT funds participated in Giving Day in 2024, including 9 funds that had been opened in 2024.

Lessons Learned

- High cost and limited impact tracking in direct mail.
- The ‘Give Where You Live’ and ‘Cause’ emails fell flat of expectations, but the social strategy has promise.
- Align with nonprofits on when CFT is sending emails to givers.

Activation Tools

Online Giving Quiz

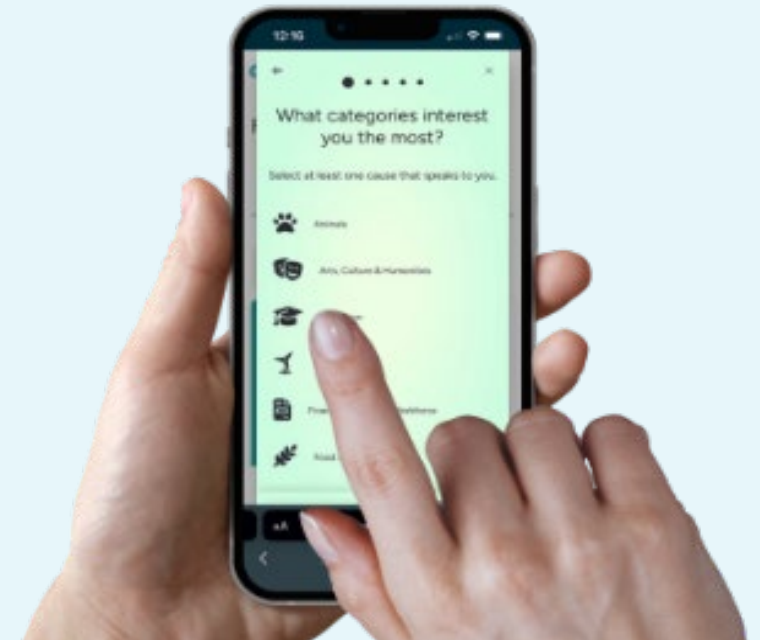
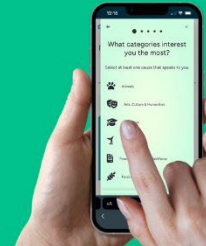
Online Giving Quiz

Goal: Driving engagement and introducing new givers to new nonprofits.

To lessen the overwhelm a donor might feel when they land on a search page with 3,000+ nonprofits, we developed an online quiz that would help donors be matched with verified nonprofits.

NOT SURE WHERE TO GIVE?

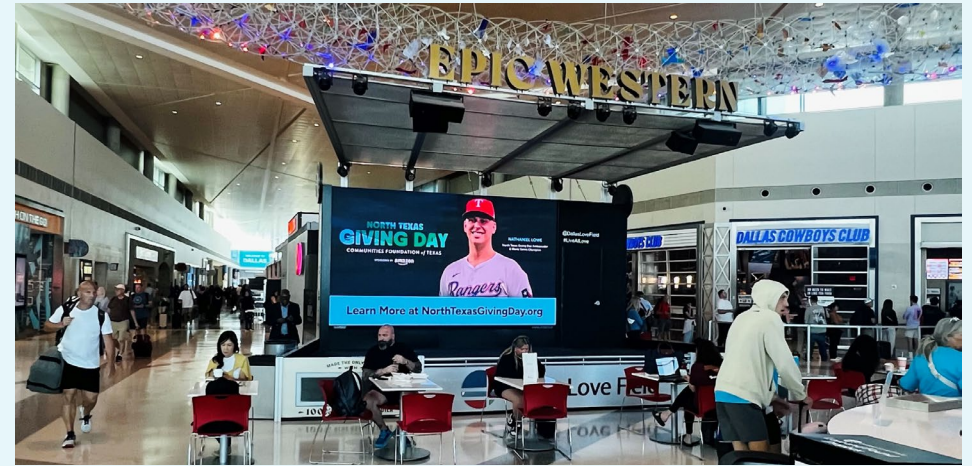
Take our [online quiz](#) and get matched with nonprofits in your community



Advertising – paid and in-kind

Media highlights

- Every local TV and radio outlet
- New Love Field airport signage take-over
- New targeted digital campaigns

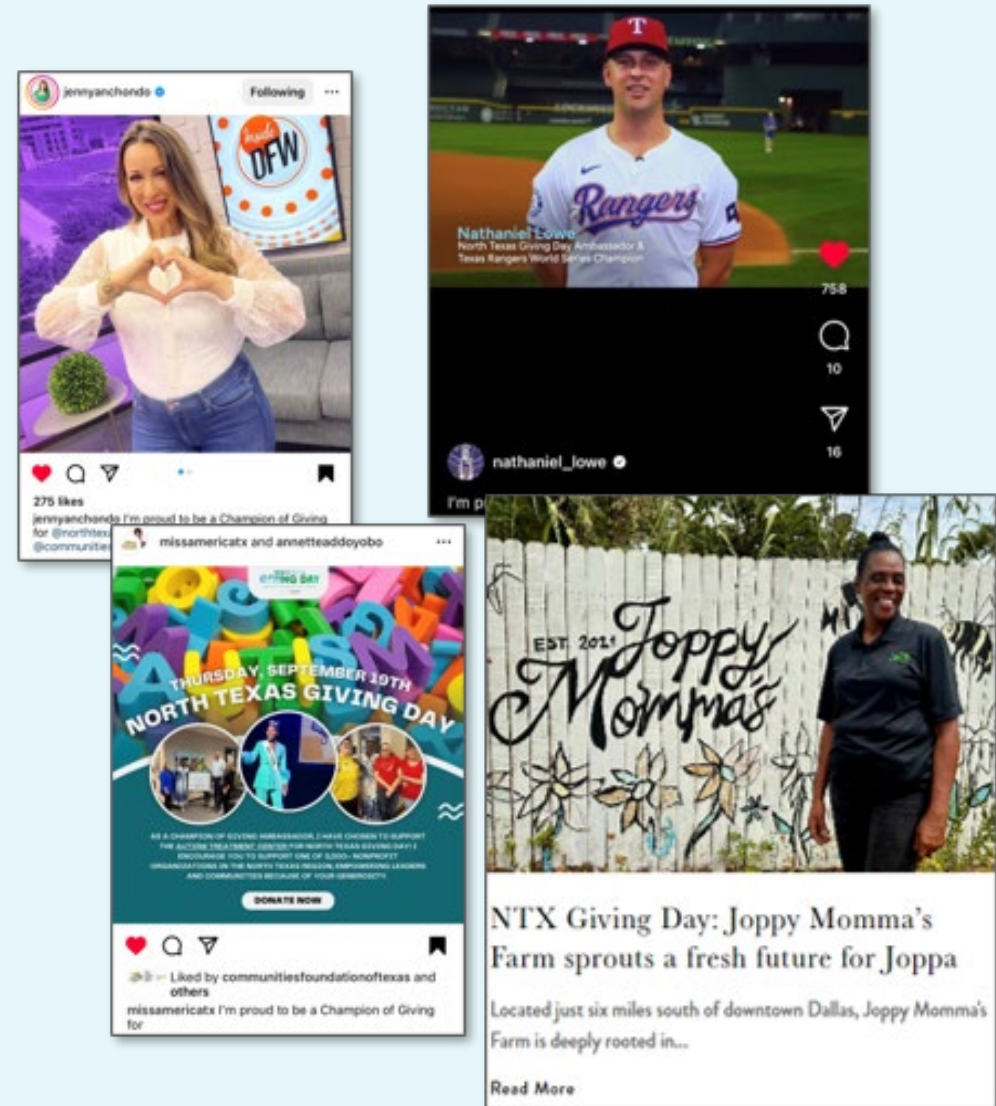


Giving Day Ambassadors

Champions of Giving

Official Ambassador, Nathaniel Lowe, Texas Rangers first basemen, plus a dozen local professional athletes and over 50 community influencers were offered a grant for a nonprofit of their choosing as a thank you for promotion on their social channels.

This new earned media strategy helped drive 1.5x greater reach in 2024.



Daybreak and media appearances

WFAA Daybreak and broadcast media

Help create brand awareness and highlight participating nonprofits. Allowed us to share key messages leading up to the day including registration, benefits to participating, and when to start donating.

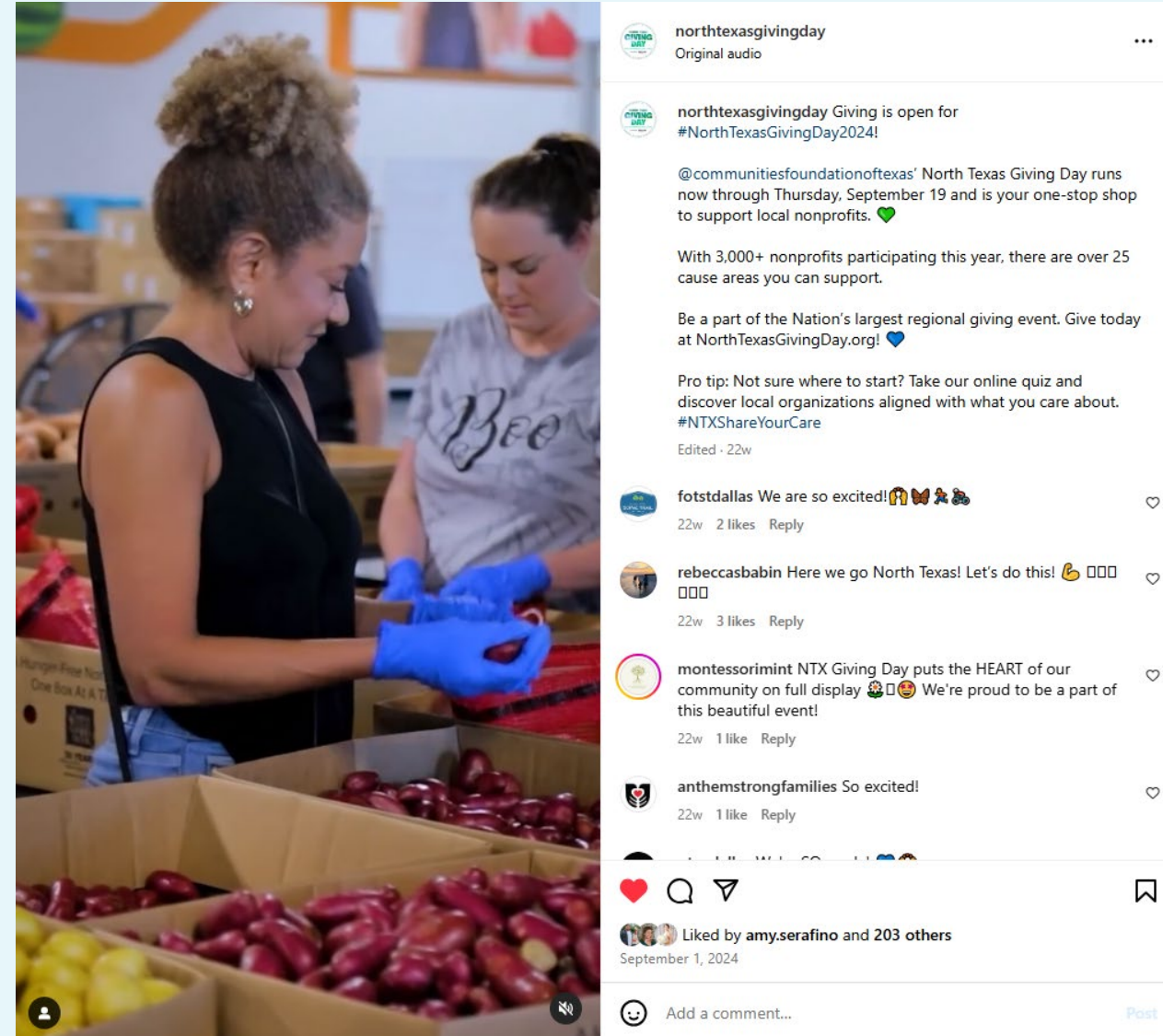


Social Media

Social Media

Quality content over a quantity posting strategy led to higher engagement across channels.

We reduced our posting volume by 34% year over year, but our impressions rose by 20% and pushed our earned audience beyond 40,000.



Proclamations & Light Shows

In 2024, we secured **double the number** of proclamations than the previous year and we had eight buildings participated in light shows.

Proclamations:

- Dallas
- Frisco
- McKinney
- Irving
- Denton
- Allen
- Keller
- Lewisville

Light shows:

- 17Seventeen McKinney
- 1900 Pearl
- KPMG
- AT&T Discovery District
- Reunion Tower (with message)
- Hunt Consolidated
- Bank of America Plaza
- Omni Dallas Hotel

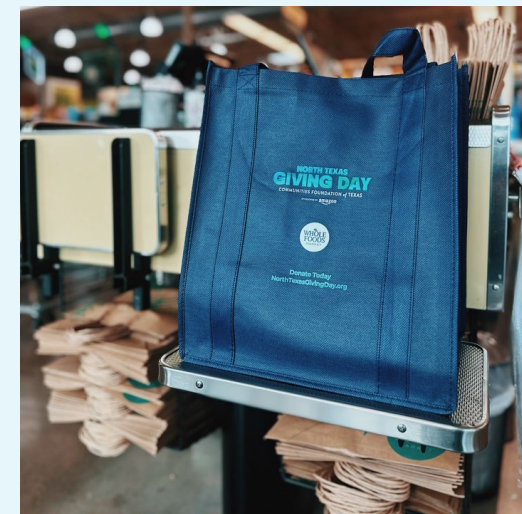


Retail and Community Engagement

Retail Activation

We partnered with Fat Straws, Whole Foods Market, White Rock Coffee, and Taco y Vino to engage the community and spread the message about Giving Day.

14,000 tote bags were passed out starting September 1 at 14 different Whole Foods locations.



Events

Our objective with event activation is to **drive awareness** of the Giving Day mission, highlight participating organizations in Giving Day, and **grow giving** by driving new donors.



Big Wins and Lessons Learned

Big Wins

- Strategic and audience-driven content.
- Enhanced reach and authenticity through revised ambassador campaign.
- Events held at high-traffic locations with a match drive new donor engagement.

Lessons Learned

- Community/Retail activation shows potential but needs stronger integration into the main campaign.
- Targeting higher-value publications allows for greater reach but less individual media hits.

Elevating Nonprofits

Trainings and Resources

Webinars and On-Demand Trainings

Partnered with TechSoup to provide 8 pre-recorded trainings on various topics with the intention that the content could be used for Giving Day, as well as year-round fundraising.

We also hosted two live webinars featuring expert speakers on nonprofit-requested topics.

Introduction to AI for Nonprofits

Dive into the world of AI with experts Jon Hill and Tareq Monaur, who will guide you through AI's role in enhancing nonprofit websites and basic marketing strategies making it easy to understand and apply.

[Watch Video](#)

The Nonprofit's Guide to Google Analytics

Google Analytics is important for nonprofit organizations because it allows you to track website traffic, understand your audiences better, and measure the success of online campaigns. By using Google Analytics, your organization can make data-driven decisions to improve website performance, and engagement, and optimize fundraising and marketing efforts. During this video, you will learn how to use the platform's features to track website traffic, user behavior, and conversion rates. We will also explain upcoming changes and how to prepare.

[Watch Video](#)

Maximize your Impact with Google Ad Grants

We will dive into the core components of Google Ad Grants and explore the multitude of benefits it offers. Learn why nonprofits should prioritize this invaluable resource and how it can significantly enhance your online visibility, raise brand awareness, and drive digital success.

[Watch Video](#)

Creating a Nonprofit Marketing Plan

Prepare for your Giving Day campaign and the year ahead with strategic foresight. This comprehensive session, led by experts Lisa Quigley and Jason Spangler, will guide participants through the essentials of crafting an impactful marketing strategy tailored to the unique needs of nonprofit environments.

[Watch Video](#)

Email Marketing for Nonprofits

The idea of email marketing for nonprofits these days can be daunting. How can you successfully communicate by email to your constituency and customer base without going into the delete bin? This video will help you understand the shifts in how people consume information and explain the basic steps to build an effective email marketing strategy.

[Watch Video](#)

Telling Your Story: Simple Steps to Build your Brand

Storytelling is a powerful tool that helps attract and motivate donors. Nonprofit organizations rely on stories to connect with audiences and build community support around their mission. Stories are used to activate our imagination and bring facts and ideas to life. Stories should align with your organization's mission and values. Find out how to share your nonprofit's story effectively and learn easy ways to create a recognizable brand to help amplify your impact.

[Watch Video](#)

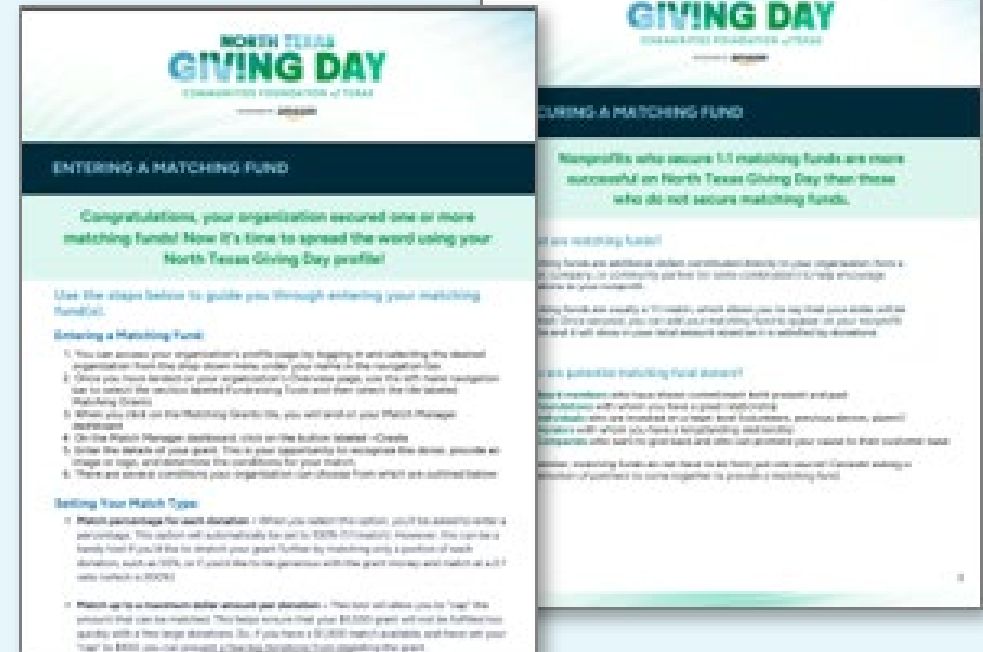
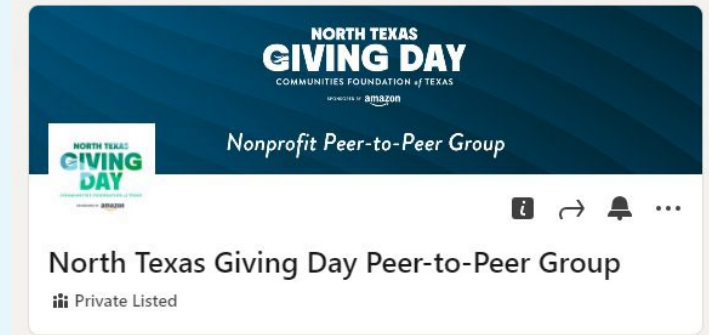
Trainings and Resources

Resource Guides

The tools provided are meant to be responsive to organization's needs while helping them maximize their experience and reach participating in Giving Day.

Peer-to-Peer Groups

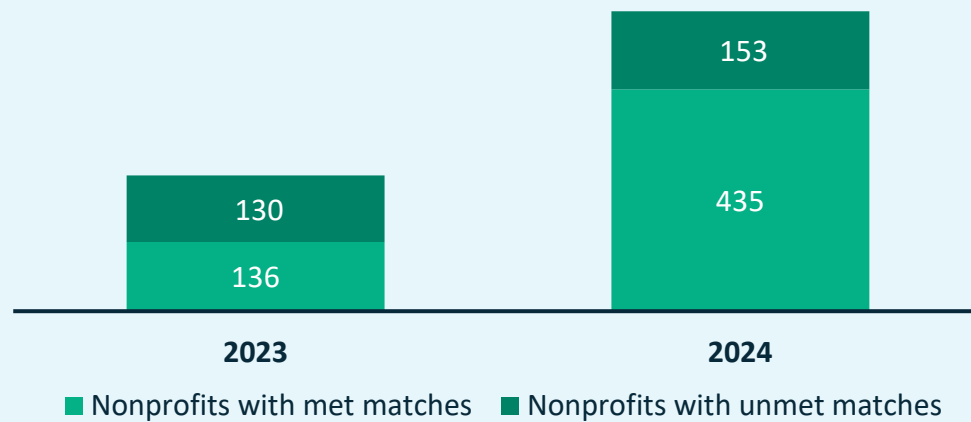
We have two peer-to-peer groups (Facebook and CFT's LinkedIn) which help foster communication between other nonprofit leaders and our team. These groups are a place where nonprofits can ask questions, get advice, and learn tips and tricks from their peers.



Driving Matching Success

Nonprofits that secure and meet their match raise 60% more than they did the previous year.

NONPROFIT MATCHES YOY



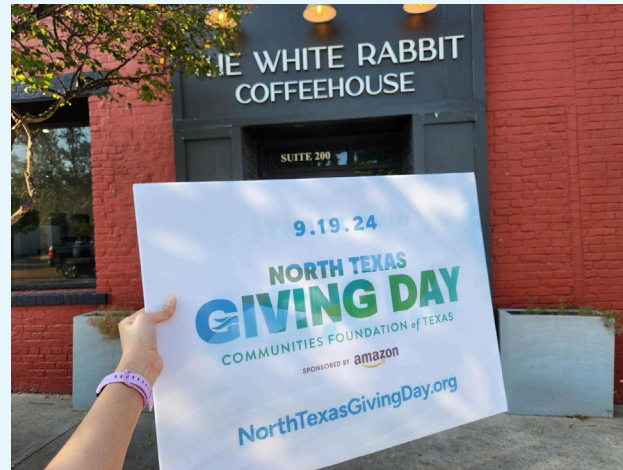
TOTAL MATCHING DOLLARS



Networking

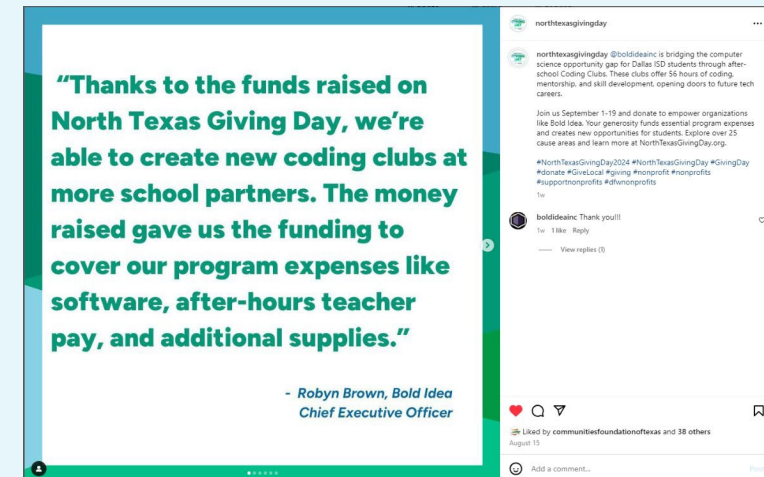
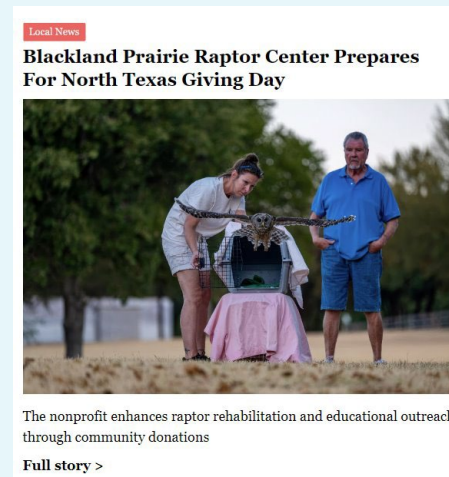
Coffee and Connections

CFT staff visited our 6 largest counties, hosting a come and go networking opportunity for nonprofits to get to know our staff, meet fellow participants, pick up their yard signs and grab a cup of coffee on us!



Nonprofit Impact Storytelling

Leveraged over **750 stories submitted** from nonprofits to pitch local story coverage and share on our social channels.



Prizes & Fundraising Incentives

\$130,000+ in cash prizes awarded.

CFT partners with local foundations, companies, and individuals to offer a wide array of prizes. Prizes are awarded based on cause areas, donor retention and activation, or even randomly, throughout the Giving Day season.



Big Wins and Lessons Learned

Big Wins

- Matching funds drive donors to give.
- The media, and its viewership, crave feel-good stories that highlight the impact organizations make on our community.

Lessons Learned

- Nonprofits want to learn best practices from each other.
- Continue evaluating what resources nonprofits need to be successful.

2025 and Beyond

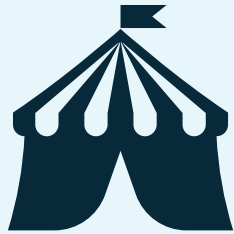
2025 VISION



Connect **nonprofits** with
new donors to **grow**
community giving

What's Next?

Launch **giving campaigns** at key moments throughout the year



Giving Events

Large-scale giving events for all cause areas and nonprofits



Group Giving Events

Giving events for Groups (corporations, giving circles, etc.)



Cause Campaigns

Cause-specific giving events benefiting all nonprofits within a specified cause area

1 + 1 = 2

Matching Fundraisers

Fundraising initiative for partner-funded matching grants

QUESTIONS?