

#YVGIVES2020

DIGITAL STORYTELLING

WEDNESDAY, MARCH 4TH
12:00PM - 1:00PM

BILLINGS PUBLIC LIBRARY

- **MARKETING TIMELINE**
- **TELLING YOUR ORG STORY**
- **CREATE ENGAGING CONTENT**
- **YVGIVES2020 PANEL DISCUSSION**



Billings
Community
Foundation



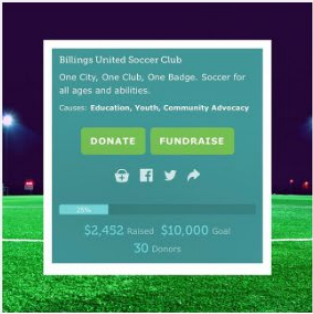
#nonprofitbillings #psbillings #morethanjustpeace #bigskycountry #visitbillings #visitbillings #billings365

10 months ago



And that's a wrap!! Thank you all for your support of the children in our community!! We finished 2nd in most unique donors and 9th in amount raised! #yvgives2019

10 months ago



30 donors 🙌 \$2,452 raised so far 🙌 You can help us win prizes of up to \$500 by donating any amount. Hit the link below or find the link in our bio to donate https://www.yellowstonegives.org/organizations/b... united-soccer-club #yvgives2019

10 months ago



There is only 1 HOUR LEFT TO DONATE! Hurry over to our page (link is in the bio on our page) to support our Festival of Cultures! You can help us in ensuring that this wonderful community-wide event stays FREE for the over 2,000 individuals that will attend this years festival on June 23rd from 10:00-4:00 on the RMC Green. Community donations and sponsorships are how we keep the spirit of this tradition alive. The Festival of Cultures in Billings has been a staple in the community for 26 years and we want to keep it that way! We keep our event free year-after-year through community support. Now we're asking our Billings and IPS Family: Will you support our Festival of Cultures this year and help to keep the spirit alive? * * * * * #yvgives2019 #better#betterofbillings #givebackbillings #downtownbillings #downtownbillingsmt #billingsmt #billingscares #give #givelocal #supportlocal #supportyourcause #dayofgiving #dayofgivingback #dayofgivingthanks

#dayofgiving2019 #philanthropy #philanthropyday #makeadifferenceday #festivalofcultures2019 #nonprofitlife #nonprofitorg #nonprofitorganization #nonprofitbillings #psbillings #morethanjustpeace #bigskycountry #visitbillings #visitbillings #billings365

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We are absolutely BLOWN AWAY by this community!!! Because of YOU we've exceeded our fundraising goal of \$4,000 for #YVGives2019! Not only that, but so many wonderful organizations have also been positively impacted through your generosity. Thank you so much!! We can now purchase our moving van to get the mobile diaper drive off the ground!!! https://www.yellowstonegives.org/leaderboards #communityresponse #fow #community #yvgive #donate #charity #endhomelessness #nationaldiaperbank #mobilediaperbank #diaperneed #fpvy #familypromise #thankyou

10 months ago



Let's rally for local giving! We're drawing near the end of #YVGives2019. #GreaterHelmGives, and #MissoulaGives 🐾 Your donation of any amount, \$25, \$50 or \$100, will support your neighbors' health and rights. Link to learn more about give local in bio 🐾 * * * * * #StandWithPP #StandWithPlannerParenthood #PPMT #Montana #NursesRock #Nurses #Health #Healthy

A huge thanks from our heart care providers to those who have already given through #YVGives2019. #GreaterHelmGives, and #MissoulaGives 🐾 Thank you for standing with us and with the thousands of Montanans who choose Planned Parenthood for reproductive care each year. * * * * * #StandWithPP #StandWithPlannerParenthood #PPMT #Montana #NursesRock #Nurses #Health #Healthy #ReproductiveHealth #Yay #Happy #Body #CareNoMatterWhat #Care #Love #Pink #Educate #Hello #Hashtag #montana #Nurse #Happy #Joy #2019 #SexEd #PPMT50th #GiveLocal #GiveToPPMT

10 months ago



Montana has ONE Nationally Certified Diaper bank, and it is right here at Family Promise of Yellowstone Valley. We're proud to be part of this community that keeps it alive! There are SIX hours left for #YVGives2019! Help us make our diaper bank mobile by giving online right here: https://www.yellowstonegives.org/organizations/f... promise-of-yellowstone-valley #communityresponse #fow #community #yvgive #donate #charity #endhomelessness #nationaldiaperbank #mobilediaperbank #diaperneed #fpvy #familypromise

10 months ago

Most Raised	
1. Family Promise of Yellowstone Valley	\$3,270.00
2. RiverStone Health Foundation	\$3,025.00
3. Billings Community Foundation	\$2,440.00
4. Horses Spirits Healing, Inc.	\$2,325.00
5. Billings Thriftlet	\$2,040.00
6. Western Heritage Center	\$1,760.00
7. Billings United Soccer Club	\$1,696.36

TABLE UPDATE 📊 We are currently 7th in the table for donations!! Like Wolves we are absolutely delighted with our amazing donations 🙌 You guys are the best!! 🐾 🐾 But, are we a #wolves? Or are we a #amancity, table topper? 🐾 It's in your hands donate to the link in bio or below 🐾 https://www.yellowstonegives.org/organizations/b... united-soccer-club?fbclid=IwAR3PTGsmilQxZf89lCBID7HXILWKhYk... #yvgives2019



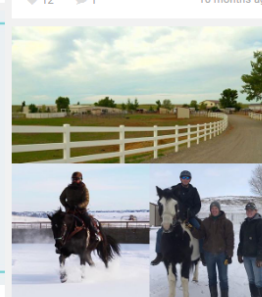
The real success of #YVGives2019 will not be how much money we raise but the tremendous impact those dollars will have when nonprofits across the state put them to work! Join the giving TODAY! We are getting closer every hour to our goal. Have you donated yet? www.yellowstonegives.org/organizations/peace-studies * * * * * #YVGives2019 #better #betterofbillings #givebackbillings #downtownbillings #downtownbillingsmt #billingsmt #billingscares #give #givelocal #supportlocal #supportyourcause #dayofgiving #dayofgivingback #dayofgivingthanks #dayofgiving2019 #philanthropy #philanthropyday #makeadifferenceday #festivalofcultures2019 #nonprofitlife #nonprofitorg #nonprofitorganization #nonprofitbillings #psbillings #morethanjustpeace #bigskycountry #visitbillings #visitbillings #billings365

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Thank you to our wonderful donors! Because of your generosity, we will already be able to provide brand new books for 71 local children! There are 9 hours left of #YVGives2019, will you give?!

10 months ago



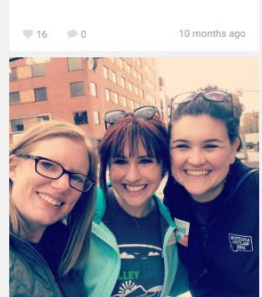
Today's the final day for Yellowstone Valley Gives! The giving ends at 6 pm tonight! So far we have exceeded our goal of \$7,000 including offline donations! We still need your help to fund 200 veteran sessions for this year! \$400 funds 5 therapeutic riding sessions. \$800 funds 10 therapeutic riding sessions. The \$80 per session covers costs for horse use, facility use, and instructor time! A huge thank you to all of our donors so far! #YVGives2019

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FUN FACT: If each of our members gave just \$10, we'd have \$4,580 to put towards new exhibits in our new space. We just moved the Mighty Mouth exhibit into our future home at 3024 2nd Ave N! #YVGives2019 Donate here: https://www.yellowstonegives.org/organizations/v...

10 months ago



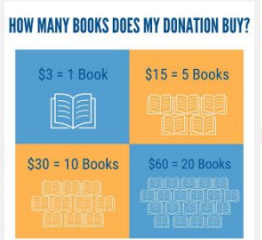
#YVGives2019 block party is happening until 8 tonight. Give online at www.yellowstonegives.org or come hang with these cool chicks. 🐾

10 months ago



Hey, Billings! Are you ready to be a part of #YVGives2019? Happening May 2nd-3rd, Yellowstone Valley Gives is a day to celebrate all the good going on in our community! Planned Parenthood of Montana is proud to provide health care, advocacy, and education to thousands in Montana. We're excited to highlight to programs and projects Yellowstone Valley Gives gifts support. Photographed here is our Billings Teen Council. Through the power of peer education and accurate and unbiased sexuality information, Teen Council members work to end ignorance, promote tolerance, and improve communication between teens and the important people in their lives. A gift to PPMT during Yellowstone Valley Gives supports our continued education efforts. Check our bio to learn more! * * * * * #StandWithPP #StandWithPlannerParenthood #PPMT #Montana #NursesRock #Nurses #Health #Healthy #ReproductiveHealth #Yay #Happy #Body #CareNoMatterWhat #Care #Love #Pink #Educate #Hello #Hashtag #montana #Nurse #Happy #Joy #2019 #SexEd #PPMT50th #GiveLocal #GiveToPPMT

10 months ago



Did you know that, on average, the brand new books purchased for kids through Reach Out and Read cost \$3. For the cost of dinner you can impact the lives of 10 local children! #YVGives2019 #ReachOutandRead #Give #Advocate #Children

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Join us and all your favorite nonprofits at the block party 🐾 downtown! We're all here supporting each other in this day of philanthropic goodness! Pledge to give for #YVGives2019! Link in our bio!

10 months ago



Come visit CASA downtown at Yellowstone Valley Gives. We will be here until 2! #yvgives2019

10 months ago



downtown to increase awareness for their services and raise funds for their projects. 🐾 @sociallinks #downtownbillings #yvgives2019 #herespaceforyouhere #nteres#billings

10 months ago

19. Wise Wonders Children's Museum		\$275.00
20. Alberta Bair Theater		\$270.00
21. Zoo Montana		\$270.00
22. Our Montana		\$250.00
23. Family Service		\$250.00
24. Habitat for Humanity Mid-Yellowstone Valley		\$250.00
25. Planned Parenthood of Montana		\$230.00
26. Art House Cinema & Pub		\$225.00
27. Billings United Soccer Club		\$210.25
28. Northern Basin Bioscience Center		\$110.00

We are currently 27th in the leaderboard! We need your help to push us to the top 🐾 Maybe we can get more support from our amazing sponsors @stockmanbank @amontana or a share from @billingsgazette @billings365 or fellow sports family members @claytonatascia @billingsmt @billingsmontanabaseball @billingsmontanahockey #yvgives2019 Hit the link in our bio or the link pinned to the top of our Facebook page #supportlocal #supportyourcommunity #billingsmt #yourcityneedsyou

10 months ago



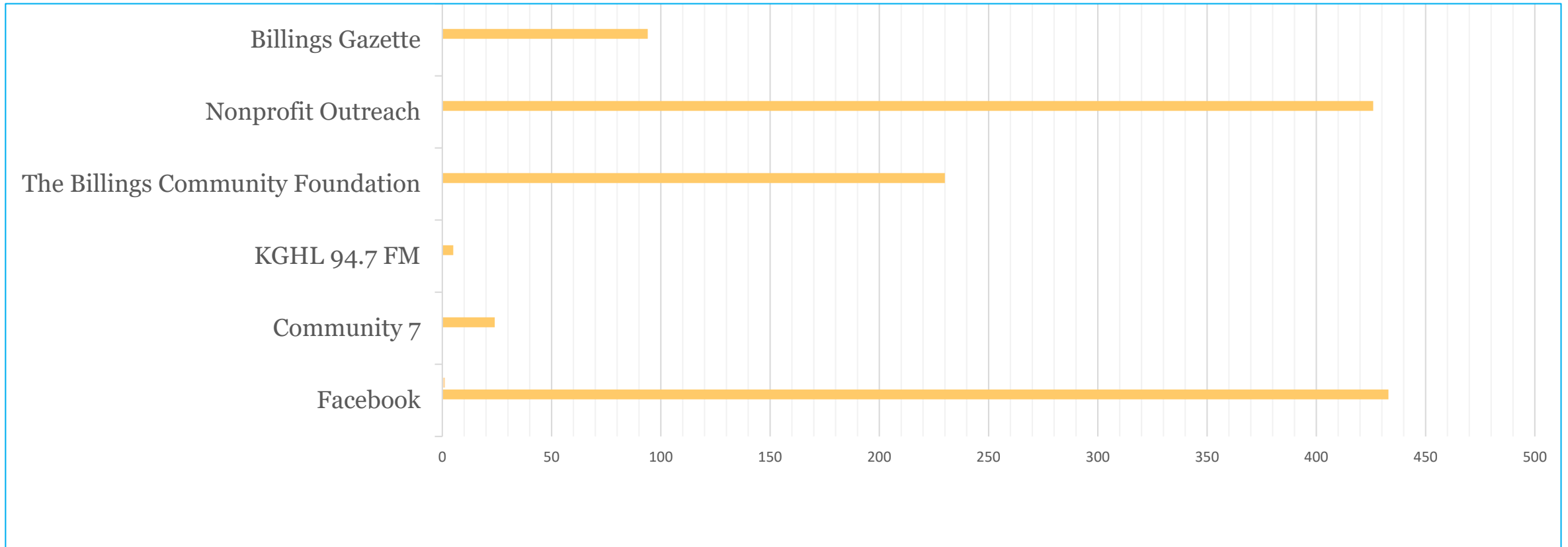
We are so excited to be a part of Yellowstone Valley Gives 2019 and we invite you to participate too! We are grateful to live in a community where we all work together to support one another. To give online, please visit www.YellowstoneGives.org or click on the link in our bio! #yvgives2019

10 months ago



donor giving survey

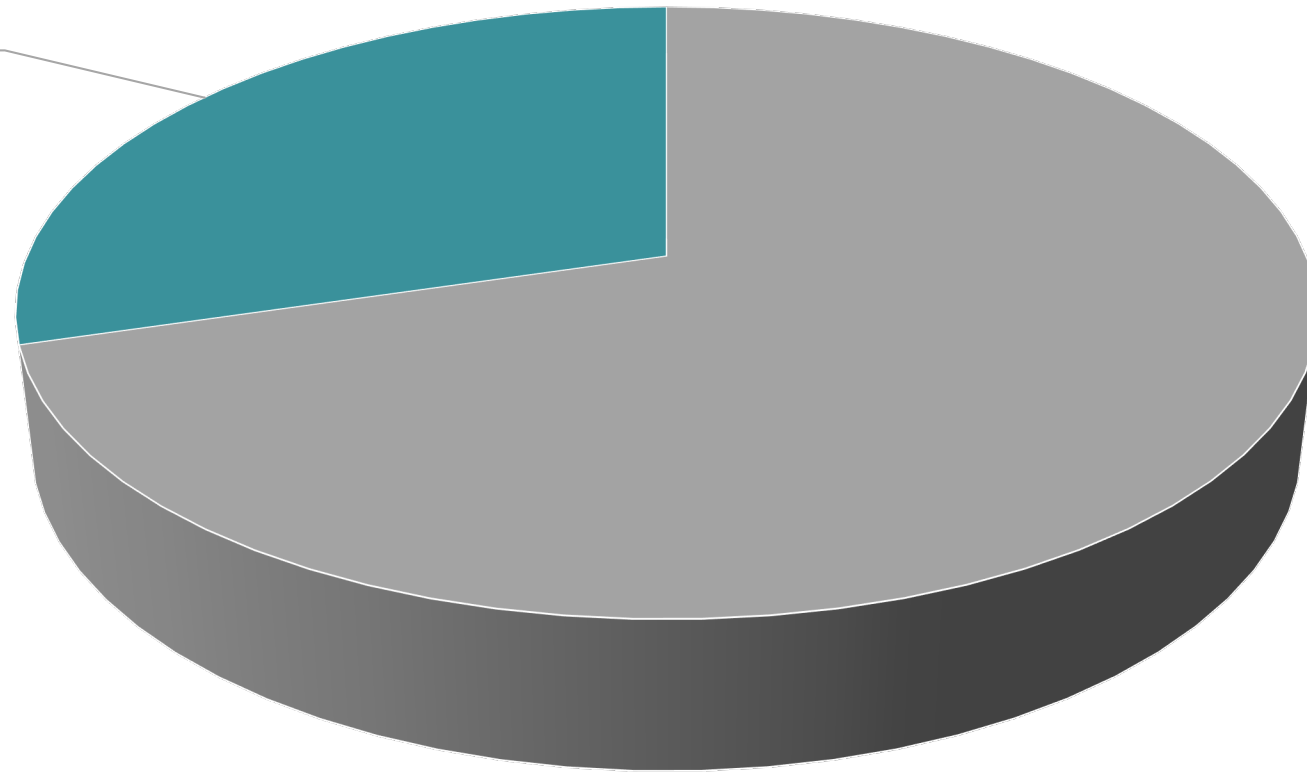
how did you hear about yvgives2019?



donor giving survey

are you a new donor to this organization?

30% new
donors



■ Current Donor ■ New Donor

social media for yvgives2020

 Facebook.com/billingscommunityfoundation

 Instagram.com/billingscommunityfoundation

TAG US AT:

@BillingsCommunityFoundation

@2020Yellowstone Gives

HASHTAG US AT:

#YVGives2020

#LiveHereGiveHere



your email signature is one of the most powerful things you have!

We spend 28% of our time in our email, so what better way to show support for your organization than having a reminder on every email you send?

You can download your own email signature through the resources tab in the nonprofit section of the website or by clicking the images below.

Don't forget to link the email graphic to your Yellowstone Valley Giving Day profile page!

Best wishes,



Lauren Wright

Executive Director, Billings Community Foundation

Please remember us in your will and trust!

p: 406-839-3334 | e: lwright@billingscommunityfoundation.org

w: www.billingscommunityfoundation.org | [Schedule a Meeting](#)

Yellowstone Valley Gives



Mark your calendars: this year's Yellowstone Valley Giving Day is Thursday, April 30th, 2020!

Yellowstone Valley Gives is brought to the Yellowstone Valley Region of Montana by the [Billings Community Foundation](http://BillingsCommunityFoundation.org), as part of our Strategic Initiative to expand charitable giving in our community and to strengthen our local nonprofit sector.

For more information about the Foundation and its philanthropic services, please visit www.billingscommunityfoundation.org, and follow us on [Facebook](#), to stay informed of the latest in local philanthropy.

step1: Identify audiences + key messages

1. Ask: “Who are we trying to reach?”
2. Ask: “What do we want them to do, and why?”
3. Outline a Call-to-Action for each audience

Examples:

Audience: Returning donors | Continue to support the local causes that personally move you by making a donation on Yellowstone Valley Giving Day. Consider increasing your gift this year to play a vital role in addressing our community's most pressing needs!

Audience: New donors | Be part of your community's biggest day of giving! Give back to the organizations that help the people, places, and animals you love on Yellowstone Valley Giving Day.

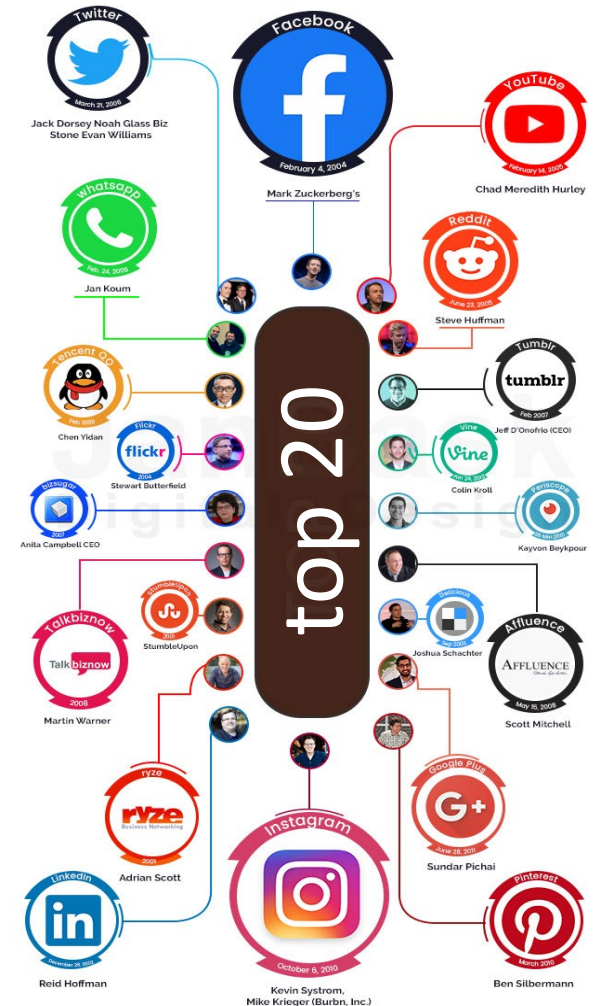
Audience: Peer-to-peer fundraisers | Become a leading advocate for a cause that personally moves you and make a meaningful difference in your local community by creating a fundraising profile and activating your network to give on Yellowstone Valley Gives.



step2: identify your platforms

1. Ask: “Who are we trying to reach?”
2. Ask: “What do we want them to do, and why?”
3. Outline a Call-to-Action for each audience

1. Ask: “Where are your audiences engaging with you?”
 - What platforms do you currently use that work well? These could range from personal emails and phone calls to your website to social media.
2. Ask: “Where do you want your audiences to engage with you?”
 - What platforms are you using where engagement needs to grow? What platforms are you not using that your audiences have embraced?
3. Ask: “What story formats work well for each platform?”
 - Long-form is suited for website and blog. Photos and quotes perform well on Instagram. Video sees high engagement on Facebook.



step3: prioritize to maximize impact

1. Reach out to key stakeholders first

- Inform and equip your Staff & Board!
- Activate your loyal advocates!
- Consider press opportunities!

2. Create your long-form content hub

- Where can your audiences go to find out everything they need to know and read the full story? Website? Blog? YouTube?

3. Create short-form gems

- Break down your long-form story into post series tailored to each platform & its audience.

4. Always direct traffic to your YellowstonGives.org profile!!!



step4: coordinate timing & frequency across channels

day 1:

I. Pre-Public Announcement

II. Formal Public Announcement

III. Core Content Hubs Updated

IV. Social Announcements

week 1:

V. Newsletter Story

VI. Social Storytelling

month 1 & beyond:

VII. Ongoing Engagement



Step5: plan for real-time follow-up

1. **Create a clear path for audiences to stay involved**
 - Invite donors to sign up for your newsletter, follow you on social, volunteer, and attend your programs
2. **Send thank you communications that showcase impact**
 - Illustrate how your donors made a meaningful and tangible impact and help you achieve your goal
3. **Share and comment on social media posts**
 - Let your audiences know they are heard and you appreciate them
4. **Don't let the moment pass**
 - Having a follow-up engagement plan ready to implement will help you seize the moment you have a captive audience



YELLOWSTONE VALLEY GIVES

- **Register for the Yellowstone Valley Giving Day!**
 - Registration closes April 1st at 5PM
- **Follow the Foundation on Facebook for updates and upcoming events!**
- **Mark your calendar for the next Non-Profit Network Trainings!**
 - April 1st, 12PM: Final Steps to Success
- **Watch your inbox for important emails and resources!**
- **Download the Nonprofit Toolkit!**
- **Use #YVGives2020 on promo and marketing!**



Thank You!

**For participating in #YVGives2020
with the Billings Community Foundation!**

INCLUDE - INSPIRE - INVEST