

Let's Get Kids Outside!

Capitol Land Trust Champion Toolkit

This toolkit serves as a resource for CLT Champions of Give Local. It is by no means an exhaustive resource nor is its use required. Champions are encouraged to learn what they can from this toolkit and do what works best for them.

Give Local

November 6th- 21st

CLT Campaign Site: <http://c-fund.us/non>

The goal of this campaign is to spread awareness about CLT's outdoor education programs and find new supporters.

How You Can Help

- **Outreach!** Tell all your friends about Give Local via social media, email, text, or in-person. Set a goal to contact at least 5 people
- **Share!** Follow Capitol Land Trust on social media to see updates about Give Local. Then share posts to help spread the word
- **Make a gift of any size!** Will you join us as we seek 50 donors to support getting kids outside!?!

Key Messaging:

As a group of kids stood beneath the towering canopy of trees at the Inspiring Kids Preserve, a Capitol Land Trust volunteer asked if this was their first time in a forest. Half of the group raised their hands.

Whether it's collecting tadpoles from a pond, building a fort in the woods, or skipping a rock for the first time across the bay, these experiences have the potential to cement a respect for nature that will stay with individuals throughout their lives.

We want to ensure that everyone has an opportunity to participate in conservation and find joy outside.





Give Local Information To Share:

Your donation will go further by making a gift of any size during Give Local, a community campaign:

November 6 - 21, 2019

Gifts made to our education program during Give Local will be stretched with a \$100,000 Bonus Fund. The Bonus Fund is a proportional match that increases the value of every dollar donated.

If we receive 5% of the total money raised during Give Local 2019, we will receive 5% of the \$100,000 Bonus Fund (\$5,000).

Will you join us as we seek 50 donors to support getting kids outside?! Make a gift of any size to help us reach our goal.

Social Media Templates:

POST: Let's get kids outside! Will you join me & support outdoor learning opportunities for kids in our community?

Gifts made TODAY, during Give Local, will be stretched with a \$100,000 Bonus Fund.

Giving Link: <http://c-fund.us/n0n>

POST: My first memory outside was...[your memory]. Will you join me & support outdoor learning opportunities in our community today?

Giving Link: <http://c-fund.us/n0n>

Hashtags: #GiveLocalSPS #SPSGives
#GiveWhereYouLive #CelebrateLocalGiving

Email Templates:

Dear _____,

Tomorrow, November 6th, our community will come together for Give Local 2019, and we need YOU to join us! It's going to be two weeks of giving, and it's your chance to make a difference right here in Thurston & Mason Counties.

By showing your love through Give Local, you'll help provide free outdoor learning opportunities to children in our community and inspire the next generation of conservation leaders.

Join me tomorrow for the start of Give Local at: <http://c-fund.us/n0n>.

Thanks!

Dear _____,

TODAY is the day! Will you join myself & Capitol Land Trust as we seek 50 donors to support getting kids outside?!?

Donations made to CLT during Give Local, November 6- 21, will be stretched with a \$100,000 Bonus Fund. The Bonus Fund is a proportional match that increases the value of every dollar donated. This is a great opportunity to make your donation to a local non-profit go even further.

Your gift will provide free outdoor learning opportunities to children in our community & inspire the next generation of conservation leaders. Make a gift today at: <http://c-fund.us/n0n>

Best,

Give Local FAQ's

- **Do you or a friend usually donate to the CLT year-end campaign? Confused about where to donate?**

We ask that you make a participation gift to Give Local (and help us hit our goal of 50 donors) and make your most generous gift to the year-end campaign. 100% of Give Local donations will go to outdoor learning programs, while year-end campaign donations support **all** our efforts like land conservation, stewardship of conserved lands, outdoor programming, & more.

- **What is Give Local?**

Give Local South Puget Sound is a two-week online giving campaign to support nonprofits across Thurston, Mason, and Lewis Counties. Give Local is hosted by the Community Foundation of South Puget Sound. Give Local 2019 will:

- Feature approximately 100 nonprofit organizations in our region
- Extend from November 6-21
- Have a \$100,000 Bonus Fund To inspire giving during Give Local, the Community Foundation has partnered with the Dawkins Charitable Trust to offer a proportional \$100,000 Bonus Fund

- **Why did the Community Foundation create Give Local?**

Give Local is just one part of the Community Foundation's efforts to invest in our future. It is an opportunity for the community to come together and give generously to nonprofit organizations that make our region a healthier and more vibrant place to live.

