



# **GIVE**Oakville 2022 - Amplification Package

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## Introduction

For this year's GIVEOakville program communications, we are once again going **local in a big way. GIVEOakville 2022 has the most charitable projects we have ever seen!**

Past years have relied on targeted social media campaigns, this year The Foundation will continue to adapt our outreach based on our learnings from previous years. While digital communications will still have a big role in the 2022 GIVEOakville campaign, we are continuing to add and expand on some of our outreach methods.

**Please note that The Foundation's Fundholders are benefited with an exclusive early-access window beginning on November 7. The GIVEOakville campaign is open to the public from November 10 to December 12. Please DO NOT post that GIVEOakville is open until November 10th.**

## GIVEOakville GOALS 2022

We have two overall goals for GIVEOakville:

- Help raise funds locally for charities supporting Oakville and its residents
- Spread the word about the important work YOUR organization is doing.

This package has been prepared to help you raise funds, raise awareness of your organization, and to help keep donors focused on the local needs as a whole.

Our plans to build awareness include:

- **Website** - [www.giveoakville.com](http://www.giveoakville.com) - this site showcases charities by Cause categories. This allows for visually appealing storytelling, as well as allowing donors to select their specific interests. It will also house



videos you've provided as well as more depth and insights on your programs/organization. The site will be live on November 7, 2022.

- **Broadcast Voice Messaging and Text** - we are utilizing this service to send a pre-recorded voice message and or text message to our stakeholders, notifying them of the launch.
- **Local Print Advertising** - working with the Oakville Beaver, we will have several insertions supporting the campaign (distribution of 50,000+):
  - A False Front Cover Ad with Charity listing on November 10
  - A full page ad on November 18
  - A four-page centre spread that will list all the charities and their requested dollars
  - A final full page ad on December 8
- **Social/Digital Campaign** - as we did in 2021, a core of our marketing efforts are done through our digital platforms. We will once again continue with this approach, building new digital assets such as 'What is GIVEOakville explainer Video', FB and similar posts will be in multiple languages
  - We also have received many videos from the Charities themselves, and will be using these in outreach efforts, but also within the Stewardship activities run through The Foundation staff.
- **Exterior Street signage** - Curbex signs will be enhanced, with greater volume throughout Oakville

## About The Foundation's "Top-Up" Program

The Foundation uses its community granting funds to amplify gifts from donors and Fundholders. For this year's GIVEOakville campaign, The Foundation will be providing \$187,000 in top-up funds. These funds will be allocated on a prorated basis to all organizations who received support prior to the GIVEOakville closing date of **December 12th, 2022**. Organizations who



receive their full funding request before the closing date will **not** be eligible for a top up.

Of the \$187,000 in top-up funds for 2022, 15% of this total will be allocated as an additional top-up to the organizations who received support before the closing date, who are BIPOC-led charities as well as organizations that have demonstrated a long term commitment to gender equity.

## How to Use this Package

### Use relevant template

The following amplification package provides templates and communications content for your charity to enhance your participation in GIVEOakville. By helping promote GIVEOakville, we will expand reach and supporters for both of our organizations.

### Adjust to local context

Please feel free to adjust as needed to be relevant to your charity. For example, The Foundation often cites that: *in Halton, there are 1 in 10 childhoods disadvantaged by poverty*. For you, you might reference the number of clients that have increased needs during COVID, or how demand for your call centre has increased by x amount or any other relevant statistics.

Make the post relevant to your organization. You know your audience best and are experts on the best way to connect with them.

### Find Your Custom URL

You can curate your social media posts to include your custom URL in order to guide donors to your donation page. **These will be made available on November 7th.**

### Questions

If you have any questions **related to GIVEOakville communications** please reach out to Courtney Waddell, Social Media & Communications Specialist at [courtney@theocf.org](mailto:courtney@theocf.org).



## Key Messages to share with your donors

### About GIVEOakville:

- Give comfortably this holiday season with GIVEOakville knowing 100% of your donation goes directly to the charities of your choice.
- The Oakville Community Foundation covers 100% of the transaction fees, meaning we get the full value of your donation.
- [Insert name of your project/purpose] has been certified for local impact.
- When you support our community's charities, you are providing a better Oakville for everyone.

### WHY GIVE?

- The GIVEOakville Guide showcases our charity, along with many others, who are serving your community. In fact, think of GIVEOakville as a 'Shopping Mall for Charities' and the Oakville Community Foundation as a personal shopper - your source for knowledge about local charities.
- But GIVEOakville also has some added bonuses, like:
  - 100% of your donation goes directly to us and other charities you want to support.
  - Your donation will receive a tax receipt
  - The Oakville Community Foundation is covering all administration costs!
- As a donor, a gift of \$20, \$50, \$100, \$1000 or more can truly help local charities, like us, and help our entire community become stronger.



- **PLUS** [Insert name of your project/purpose] is eligible for The Foundation’s “Top-Up Program.” The Foundation is providing an **additional \$187,000** which will be directed and prorated when the campaign is closed.

## Sample Social Media Copy

The Foundation has created the following hashtags and social media links. The more you use these, the more we can amplify your posts through our social media.

- When posting to social media, please **tag**:
  - **@OakvilleCF** (Twitter & Instagram)
  - **@OakvilleCommunityFoundation** (Facebook & LinkedIn)
- Use the following **hashtags** whenever possible: **#GIVEOakville**  
**#CertifiedLocal**
- Use your own images or use GIVEOakville branded images (see below)

### Prior to Launch:

- Starting on Nov 10th, we will be included in @OakvilleCF’s #GIVEOakville! This online crowd-funding platform includes local Oakville charities, all with the goal to continue to serve the most vulnerable in our community. Stay tuned for our unique donation URL coming soon!
- We are so excited to announce that **[insert your charity name here]** will be included in @OakvilleCF’s #GIVEOakville Guide. This online donor platform opens on Nov 10th! We hope you’ll consider us in your end of year giving. Stay tuned for more details soon!
- You can help us to reach our goals this holiday season. Through GIVEOakville, you can be assured that 100% of your donation will come to us PLUS your donation will be eligible to be “topped-up” by the Oakville Community Foundation. Click **[Insert your custom URL here]** to donate to our program. Thank you for considering us in your end of year giving!



**From [OPEN] to [CLOSE]:**

- From now until December 12, we at **[insert your charity name here]**, will be part of @OakvilleCF's #GIVEOakville! GIVEOakville is an online crowd-funding platform that with the help of your generous support, we will be able to achieve our fundraising goal. Help us to get over the finish line and donate today: [URL](#)
- Today, #GIVEOakville is launching! Our project has been listed in @OakvilleCF's GIVE Guide. GIVE is looking for your support to aid local organizations in Oakville. You can help us to reach our goals this holiday season. 100% of your donation will come to us **PLUS** your donation is eligible to be topped-up by The Foundation. Donate Today: [URL](#)
- @OakvilleCF's GIVEOakville has officially launched today! We're proud to be listed in the Guide alongside other local charities who are serving vulnerable populations in our community. Donate Now: [URL](#)
- Don't forget, #GIVEOakville closes on December 12! Help us to reach our goal by sharing with your own networks PLUS 100% of your donation will come to us and your donation will be amplified by The Foundation. [URL](#)
- The past few years have been difficult for everyone, but especially for populations made increasingly vulnerable by the pandemic, and we need your help to continue to bring our services to continue to help those in need. We are proud to be part of #GIVEOakville in order to help meet our fundraising goals. Show your support and donate today: [URL](#)
- We are honoured to help provide support for those in Oakville made increasingly vulnerable by #COVID19. Now more than ever, we need your help



to continue to serve the most vulnerable in our community. You can donate to **[insert your charity name here]** through #GIVEOakville here: [URL](#)

- We are excited to be included in @OakvilleCF's #GIVEOakville! You can help us to reach our fundraising goal through generous donations from people like you. The Foundation covers all credit card fees, ensuring your donations go straight to helping charities in our community. Donate here: [URL](#)

#### **GIVEOakville Coming to A Close:**

- Don't forget that #GIVEOakville is coming to a close this week! We're so close to meeting our goal, but we need your help in order to get there. 100% of your donation will be directed to us! Donate today: [URL](#)
- Help us to meet our goal before #GIVEOakville closes this week! Donate now: [URL](#)

#### **GIVEOakville Shareables**

All GIVEOakville Shareables and Logos [are available on our Google Drive.](#)

