



# Charity Amplification Package

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**November 13 - December 11, 2023**





## GIVEOakville Goals 2023

Help raise funds for charities supporting the Oakville community and its residents.

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Spread the word about the important work YOUR organization is doing.

### 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 promoting **GIVEOakville**, we will be able to reach more community members, working together to support of our efforts.

#### 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 or how demand for your call centre has increased by **x** amount or 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 to guide donors to your donation page. These will be made available on November 13th.

#### Questions

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



## About The Foundation's Pro-Rated Match Program

The Foundation uses its community granting funds to **amplify** gifts from donors and our Fundholders. For this year's GIVEOakville campaign, The Foundation will be providing a prorated match of **\$187,000**. These funds will be allocated on a prorated basis to all organizations who received support prior to **GIVEOakville's** closing date of **December 11th, 2023**.

**Please note: Organizations who receive their full funding request before the closing date will not be eligible for the prorated match or top up.**

Of the \$187,000 prorated match funding, **20%** of this total will be allocated as an additional top-up to racialized-led organizations and organizations with a gender equity mandate who received support before the closing date.





## 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/charity]** has been certified for local impact.
- When you support our community's charities, you are providing a better Oakville for everyone.

### Why **GIVEOakville**?

- The **GIVEOakville** Guide showcases our charity, along with many others, who are serving our community. In fact, think of **GIVEOakville** as a 'Shopping Mall for Charities' with The Foundation as your 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.
  - Did you know that 100% of your donation goes directly to the charity of your choice? The Foundation covers all transaction fees ensuring your donations are efficient and making a difference in the community. It's also simple to donate— our online system provides a safe and secure environment through which donors
  - Your donation will receive a tax receipt.
  - The Oakville Community Foundation is covering all administration costs!



## Sample Social Media Copy

**@OakvilleCF (Twitter & Instagram)**  
**@OakvilleCommunityFoundation**  
**(Facebook & LinkedIn)**

### Prior to Launch:

- Starting on **Nov 13th**, 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 **[insert cause you serve]** 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 13th! 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!





## Sample Social Media Copy

### From November 13 to December 11:

- From November 13 until December 11, we at [insert your charity name here], are part of @OakvilleCF's #GIVEOakville! GIVEOakville is an online crowd-funding platform where donors can support their favourites through one all-access platform. Help us reach our goal by donating today : **URL**
- #GIVEOakville has officially launched for 2023! GIVE is looking for your support so local charities, like us, can reach our funding 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! 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 11! You can help us to reach our goal by donating and sharing with your network. 100% of your donation will come to us. guaranteed: **URL**
- We are excited to be included in @OakvilleCF's #GIVEOakville! Our fundraising goal can only be made possible by 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**.





# Sample Social Media Copy

## 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](#).

**WE ARE A**  
**GIVEOakville**  
**CHARITY**



[www.GIVEOakville.com](#)



**Support us on**  
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