



## Promoting GiveBigNRV & Our Online Giving Day

Below are some general guidelines and examples of how you can promote your participation in GiveBigNRV in print media, online and via social media.

### Use of the GiveBigNRV Logo:

Organizations that have successfully created a merchant account and loaded content onto their profile page, may request the GiveBigNRV logo from the Community Foundation by emailing Jessica Wirgau at [jessicawirgau@cfnrv.org](mailto:jessicawirgau@cfnrv.org) or calling the CFNRV at 540-381-8999. You should not just copy the logo from the GiveBigNRV page or the CFNRV's webpage.

You will be sent a lower resolution jpeg image for online posts and a higher resolution jpeg image for printing. If you need a vector file or alternate file type for high resolution printing, please contact Jessica.

The logo may be used to promote your participation in GiveBigNRV as follows:

- On print materials such as newsletters or annual reports
- On your organization's webpage
- In social media posts such as Facebook, Twitter, Instagram, etc...
- By request to the CFNRV for purposes other than those listed above

The logo:

- Should be printed in color –A B&W version is available through the nonprofit toolkit is absolutely needed
- Should be large enough to clearly read the text
- Should be accompanied by a url linking to your organization's profile page or the GiveBigNRV page generally – [www.cfnrv.givebig.org](http://www.cfnrv.givebig.org)
- Should not be cropped or changed in any substantial way, such as changing the color. The CFNRV does have alternate versions of the logo should you need something slightly different
- Should not be used by organizations that are not participants in GiveBigNRV and/or have not successfully completed a profile page on the website

The CFNRV reserves the right to ask that you remove the logo from any and all materials if it is used in a manner that the CFNRV believes violates the guidelines outlined above.

## Phrasing to Describe GiveBigNRV in Your Materials:

For the Community Foundation, GiveBigNRV is an effort to substantially raise our visibility in the region, to promote philanthropic giving, and to demonstrate the kinds of services we can offer to donors and nonprofits alike. As a result, we would like to ensure that GiveBigNRV is associated with the Community Foundation in your print and online materials, and mentioned when you are describing the program to your supporters. Please feel free to promote your participation via press releases as well as your other marketing materials. The more people know about the site, the more money we raise for our region!

### Suggested Language for Printed Materials, Webpage or Social Media Posts:

- **When describing GiveBigNRV:**
  - GiveBigNRV, an initiative of the Community Foundation of the New River Valley, is a central online giving portal designed to make it easy for you to give to your NRV favorite cause or organization.
- **If you need to describe the Community Foundation:**
  - The Community Foundation of the New River Valley (CFNRV) is a local philanthropy dedicated to providing professional management services to donors for their charitable causes, awarding visionary grants and scholarships, and nurturing collaborations in our community. GiveBigNRV is just one of the many services that the CFNRV offers to donors and nonprofits alike to promote charitable giving and to ensure that our region remains a happy and healthy place to live, work and play for generations to come.
- **When promoting your involvement:**
  - *Organization XYZ* is proud to be a part of GiveBigNRV, an initiative of the Community Foundation of the New River Valley. Visit our page to make a gift now!
- **When referencing the giving day on April 20, 2016**
  - Give to *Organization XYZ* through GiveBigNRV year-round and help us to get matching grants by making a gift during the NRV's second annual GiveBigNRV Giving Day on **April 20, 2016**.

### Some Additional Tips:

- **Whenever possible, please link to the CFNRV's webpage & social media sites:**
  - Webpage: <https://cfnrv.org/>
  - Facebook: <https://www.facebook.com/CFNRV>
  - Twitter: <https://twitter.com/CFNRV> (Use #givebignrv and #cfnrv)
- **A few pet peeves:**
  - Please don't refer to us as the NRV Community Foundation! Please use our proper name "The Community Foundation of the New River Valley" and use CFNRV when abbreviating
  - Gifts given to your organization through GiveBigNRV go directly to you and they are not considered grants from the CFNRV. Our grant-making is a separate process.
  - The CFNRV will not raise money on your behalf. You are responsible for promoting your profile page.

**GiveBigNRV has huge potential to raise money for our region, but we need you to make it a success!**

**We want you to talk up your involvement as much as possible. If you have any questions on how to promote your participation in GiveBigNRV, contact Jessica Wirgau at 540-381-8999 or email [jessicawirgau@cfnrv.org](mailto:jessicawirgau@cfnrv.org)**