



JUNE 4-5, 2026

NONPROFIT TOOLKIT

NEPAGIVES.ORG

NONPROFIT TOOLKIT

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IMPORTANT DATES

February 12 - March 22

Early Bird Registration (\$50)

March 23 - April 26

Regular Registration (\$100)

April 27 - May 17

Late Registration (\$200)

March 4th | Noon

Mightycause Webinar - Getting Started

March 12th | 10:30AM - Noon

In Person 101 (Scranton)

March 18 | 9AM - 10:30AM

Wayne County Community Foundation
In Person Practical Tips for Success
(Honesdale)

March 18 | 8AM - 10AM

Carbon County Community Foundation
In Person & Webinar 101 Training (Lehighton)

April 22 | Noon

Mightycause Webinar - Fundraising Tools

June 4-5

NEPA GIVES



ABOUT NEPA GIVES

WHAT IS NEPA GIVES?

NEPA Gives is an online giving day designed to empower people to give back to their community by supporting local nonprofits on one easy platform.

WHEN IS NEPA GIVES?

NEPA Gives takes place for 24 hours on **Thursday, June 4th at 7:00 PM to Friday, June 5th at 7:00 PM.**

HOW DID NEPA GIVES GET STARTED?

NEPA Gives is an initiative that began in 2019 as a collaborative effort between The Scranton Area Community Foundation and many other community foundations in Northeastern Pennsylvania and community partners. It was established to support nonprofit organizations in Northeastern Pennsylvania by providing them with an opportunity to raise funds through a 24-hour online giving event.

Through NEPA Gives, nonprofits can create fundraising profiles on the event's website and engage with donors to raise funds for their specific causes. The event includes incentives and prizes to encourage participation and maximize the impact of donations.

Since its inception, NEPA Gives has grown in popularity and impact, providing valuable support to nonprofit organizations across the region and fostering a spirit of philanthropy within the community.

WHO IS ELIGIBLE TO PARTICIPATE?

Any registered* 501(c)(3) organization that is located in or providing services in Northeastern Pennsylvania is eligible to participate. Additionally, individual donor-advised funds and charitable funds administered by a community foundation in the above mentioned counties are also eligible to participate in NEPA Gives.

Organizations operating under a fiscal sponsorship of a public charity may be eligible to participate. If you are unsure whether your organization may be eligible, please reach out to us.

**Participants must register and pay the registration fee by the deadline of May 17th, 2026.*

WHO ARE THE NEPA GIVES HOSTS AND PARTNERS?

NEPA Gives is hosted by The Scranton Area Community, The Luzerne Foundation, Wayne County Community Foundation, Greater Pike Community Foundation, Community Foundation of Monroe County, Carbon County Community Foundation, Community Foundation of the Twin Tiers, Schuylkill Area Community Foundation, Posture Interactive, and other generous community sponsors.

To become a sponsor of NEPA Gives, please contact the Scranton Area Community Foundation at nepagives@safdn.org.

WHO CAN I CONTACT FOR SUPPORT WITH NEPA GIVES?

The host foundations are here to help you have a successful NEPA Gives!

If you need assistance regarding the NEPA Gives platform, you can reach out on the platform by using the **gray question mark** toward the bottom of the screen.

Have a general NEPA Gives question? Email us at nepagives@safdn.org.



WHY PARTICIPATE

Raise money efficiently

Since 2020, nonprofits participating in NEPA Gives raised an average of **\$5,000** annually. While it's true that there is a cost to all fundraising efforts, when you compare the cost per dollar raised for NEPA Gives to other strategic fundraising efforts, it can be a highly efficient way to build revenue.

Increase brand visibility

Last year, the Scranton Area Community Foundation partnered with diverse media outlets (including print, TV, radio and social) to promote NEPA Gives, in order to share nonprofit stories with the public and to raise their profiles in the community.

Expand your fundraising know-how

This year, NEPA Gives will provide a toolkit and various training programs that will provide valuable information and training to all participating organizations. This training could be applied to various organizational fundraising efforts.

Engage matching fund donors

Other Giving Days trend data indicate that nonprofits who secure 1:1 matching funds are more successful than those who do not secure matching fund donors.

Test new fundraising ideas

Other nonprofits in the country have utilized Giving Days to creatively pilot new fundraising strategies, such as creating campaigns focused on alumni, former clients, volunteers, staff and board members, lapsed donors, or those aimed to bring in new donors in new markets.

Get exposure among new audiences

By utilizing a platform that is accessible by the general public, participating nonprofits have the ability to gain more visibility to their mission.

Attract and retain new donors

Since NEPA Gives started in 2020, the average participating nonprofit has seen **24 new donors per year**. Through the giving day platform, it is easy to reach new donors from diverse backgrounds.

Be a part of something bigger

Giving Days like NEPA Gives offer an opportunity to lift up and celebrate the nonprofit sector and nonprofit organization's critical roles in communities. They allow nonprofits to engage their networks, including staff, volunteers, board members and donors, to celebrate their mission and be a part of something bigger than themselves.

STRATEGY CHECKLIST

Use this strategy checklist to make sure you are developing your goals, storytelling, staff capacity, and execution plan to ensure a successful NEPA Gives 2026.

What are your goals?

- Analyze your current donor database** to discover new opportunities and develop the best approach.
- Establish your overall fundraising goal** based on insights from your data.
Sample goals: Acquire 20 new donor, raise \$5,000 in donations, or re-engage 20 lapsed donors.
- Determine the number** of new donors and total participants you want to reach.
- Set segmented participation goals** (*millennial donors, lapsed donors, new donors, etc.*)

What is your story?

- Create a compelling case for support.** Consider tying your campaign to a matching fund or specific program.
- Create an omni-channel experience.** Be sure to coordinate your communication efforts across every channel (*web, print, social media, direct mail, mobile*).
- Be intentional with your email strategy.** Start early, but beware of donor fatigue.
- Segment donors and **tailor messages** to reach them. Target donors with relevant content and contextualized asks.
- Personalize your communications.** People give to people. Create a personal experience that resonates with each individual donor.
- Optimize your website.** Consider launching a homepage takeover. Redirect your donate button to your NEPA Gives page on June 4-5, 2026.
- Equip social ambassadors** with social content and images for your campaign.
- Create template emails** for your key influencers and board members to share.
- Reward participants for recruiting donors.** Think about an incentive that would inspire them to share!

STRATEGY CHECKLIST

Build your Team

- Identify** who within your organization could best help achieve your organizations NEPA Gives goals.
- Select a staff member or high-level volunteer who has strong leadership and organizational skills as the point person. Someone who can dedicate time specific to your NEPA Gives timeline and be able to **track your Strategy Checklist** and planning documents.
- Determine who** are the board members that would best help spread your message
- Think about current donors or volunteers** who would be great ambassadors for your organization.
- Activate your ambassador army** by encouraging them to create Peer to Peer pages and spread the word to their networks to donate on June 4-5, 2026.

Execution Plan

- Create your day-of execution plan** and assign staff roles, duties, events and tasks.
- Update your audience and donors** on your goal progress throughout NEPA Gives on social media.
- THANK, THANK, THANK your donors!** Be prompt and send out thank-yous as soon as possible after NEPA Gives.
- Cultivate your donors.** Keep new and re-engaged donors in the loop with how their funds are being put to work.
- Thank your staff and volunteers.** Send a meaningful thank you to all who help execute your NEPA Gives campaign.





BUILD YOUR STRATEGIC ACTION PLAN

Use this template to outline your ideas, set goals and create your action plan.

Your Organization's Mission

What challenges is your organization facing?

What motivates your donors?

Whose support are you working to earn and what do they value most?

How will this campaign respond to both your organization's challenges and your donor's motivation?

How will a donation contribute to supporting your organizations challenges?



METRIC TRACKING

	Facebook Followers	Instagram Followers	Email Subscribers	Mailing Addresses	Phone Numbers
Current					
New					

Donors Giving Under \$1,000	Donors Giving \$100 - \$1,000	Donors Giving Over \$1,000

Metric	Goals	Priority Level
Dollars Raised	\$	\$
Board Participation	%	%
Matching Gifts		
Increased Gifts		
Unique Donors		
Returning Donors		
New Donors		
Social Media Impressions		
Matching Gifts Earned	%	%

BASED ON THE METRIC GOALS ABOVE, WRITE OUT MEANINGFUL, MEASURABLE GOALS FOR YOUR CAMPAIGN TEAM, AND FOR YOUR BOARD.

Internal Goal	
External Goal	

PLANNING TIMELINE

FEBRUARY

REGISTER AND PREPARE

- Register
- Attend the NEPA Gives Kickoff Event
- Notify your board, staff and volunteers about participating in NEPA Gives – share with them your goals for NEPA Gives

MARCH

TELL YOUR NEPA GIVES STORY!

- Building and strategizing your NEPA Gives Goals
- Focus on your NEPA Gives webpage
- Create an engaging page to entice potential supporters and communicate your organization's unique stories
- Familiarize yourself with all tools available to you

APRIL

MARKETING AND SOCIAL MEDIA

- Tell your NEPA Gives Story webinar
- Build your social media outreach
- Create and plan your social media posts
- Incorporate NEPA Gives logo and info on your organization's website

MAY

GAIN MOMENTUM...

- Gamify your NEPA Gives experience webinar
- Utilize email, mail, social media to build your campaign
- Secure matching gifts and promote them!
- Be familiar with prizes and plan accordingly to maximize your dollars

JUNE

THE BIG DAY!

- Final steps for a successful NEPA Gives
- Finalize your webpage on NEPAGIVES.ORG
- Final push to donors- send reminders, boost up social media posts

JULY - ONWARD

THANK YOU!

- Thank your supporters
- Handwritten notes, email messaging, social media posts
- Share your results
- Donors, staff and board members love to hear results
- Begin donor retention
- Make a plan around the NEW donors you received
- Make a plan around the donors that have given to your organization before



MESSAGE DEVELOPMENT

Your nonprofit's story and message is what it's all about. **Good nonprofit storytelling is what gets people interested in the work you do, inspires them to donate to your cause, and keeps them invested.** On NEPA Gives, these are even more important because you're raising funds under a deadline.

To ensure that your nonprofit is driving traffic to your fundraiser and getting the donations you need to reach your funding goal, **your story and tools need to be immediate, impactful, and well-planned.**

You will find some great tips and resources below in developing your story.

PROMOTIONAL RESOURCES

NEPA Gives is a powerful opportunity to grow your support — and we're here to make promotion easy.

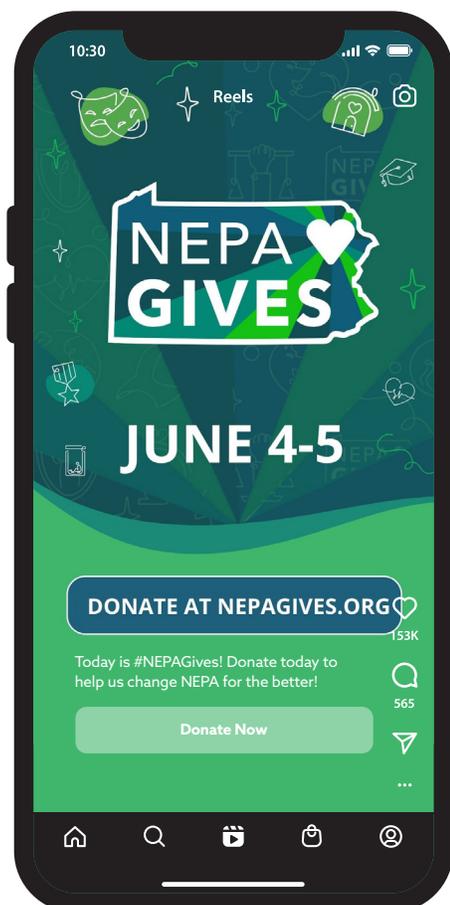
Download ready-to-use posters, social media templates, and official NEPA Gives logos to help you spread the word, energize your supporters, and make the most of your 24-hour moment.

The more you share, the more momentum you build. There are tools you can use!



Save graphics to your phone for easy posting

GO TO: nepagives.org/p/resources



SOCIAL MEDIA

Social Media is an important component of a successful NEPA Gives! It's a quick, easy way to get in touch with your supporters. While the execution can vary from platform to platform, there are some general social media **best practice tips** we've included along with some great examples for you to utilize.

Assign a social media contact lead

Whether it be a staff or volunteer, make sure you have **one person leading the charge** on social media for NEPA Gives.

Schedule what you can ahead of time

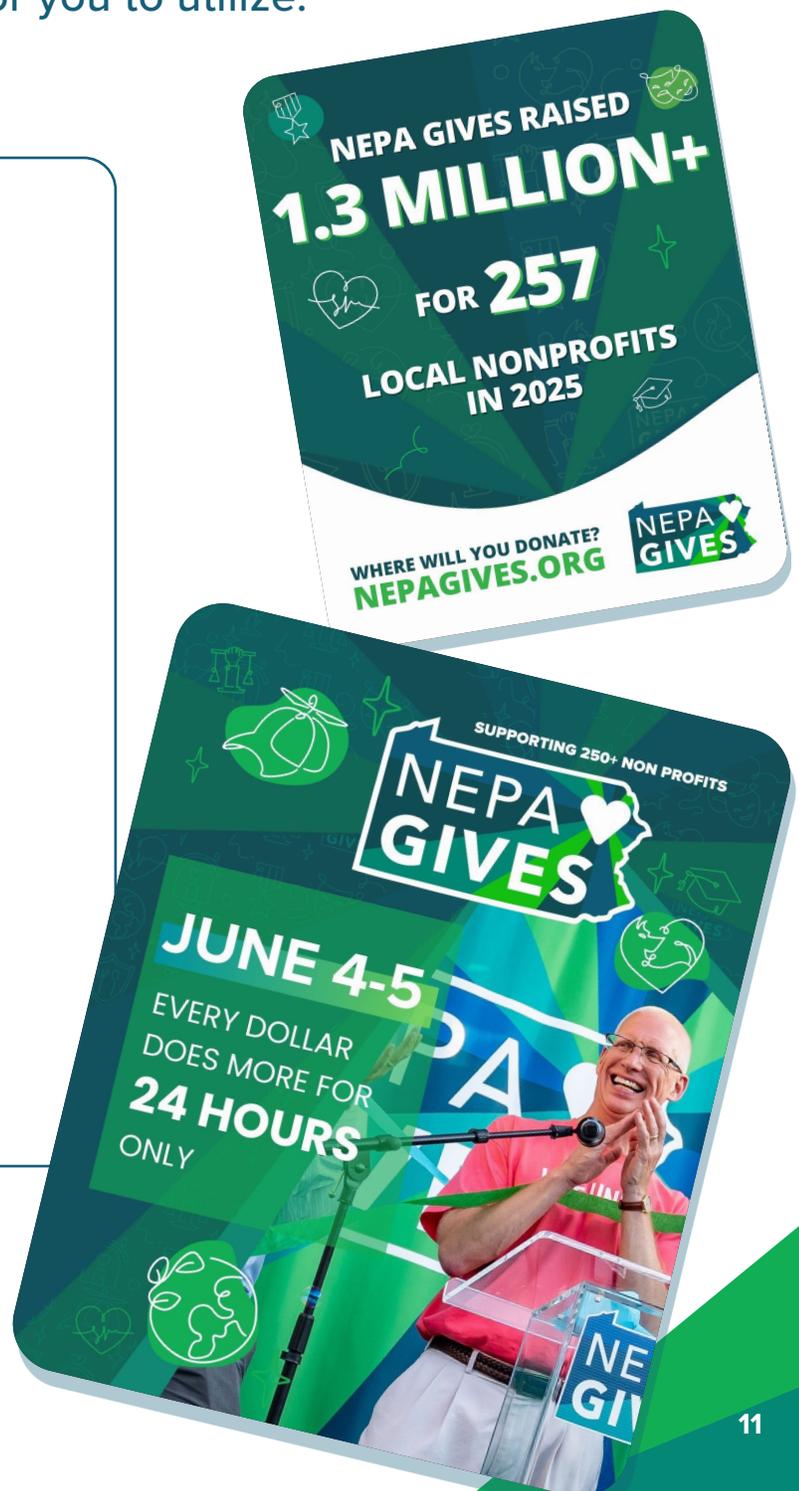
Save time by **scheduling key content and key posts ahead of time** and save live-postings for celebrating fundraising milestones.

Use Giving Event hashtags

It's not only how NEPA Gives hosts track posts about the even, but it can help you join in on the online conversation. **#NEPAGives**

Utilize tagging

Got a sponsor providing a match? Working with another nonprofit? **Tag them!** It can help you expand your reach.



SOCIAL MEDIA

Connect With Us

Connect with us on our social media networks. Like, share and repost from our feeds. Be sure to tag **#NEPAGives!**



DO USE as all posts using the official **#NEPAGives** will be shown on the NEPA Gives homepage



DO NOT use #NEPAGIVES2026 or any other variation of the official hashtag as it will not show up on the NEPA Gives homepage.

Follow the Conversation

#NEPAGives



Sample Social Media Taglines

LEADING UP TO NEPA GIVES:

Thanks to you, last year we raised (\$XX) for #NEPAGives! Will you help us blow that out of the water?! We can't wait to be part of the most generous day in NEPA. What's your favorite part of #NEPAGives?

Go to nepagives.org for more!

Planning for #NEPAGives 2026 has started! Save the Date! 6/4/2026-6/5/2026 is #NEPAGives 2026.

Go to nepagives.org for updates!

ON THE DAY OF NEPA GIVES:

Today is the day to make an impact. We're proud of the work we do and deeply grateful to each of you who help make it happen. So today, get up and give and help us make it a great #NEPAGives!

(enter donation page)

Help build a stronger and more vibrant NEPA by donating today! #NEPAGives

Today is #NEPAGives! Donate today to help us change NEPA for the better!

Your gift matters! Donate today #NEPAGives. Go to nepagives.org

Impact Challenge

\$1,000

NEPA GIVES IMPACT CHALLENGE

New for 2026, NEPA Gives wants to highlight more stories of community impact from across Northeast PA — and who better to tell those stories than the nonprofits themselves?

The goal of this challenge is to increase exposure for participating organizations, grow our collective social media presence, and help donors better understand the important work happening throughout our region.

We're inviting nonprofits to submit short video footage of their mission in action. The NEPA Gives team will edit the footage and share it on social media, tagging the participating nonprofit.

To make it even more exciting, we're awarding a \$1,000 bonus during NEPA Gives to the nonprofit whose video receives the most combined shares on Facebook and Instagram.

HERE'S HOW IT WORKS:

1

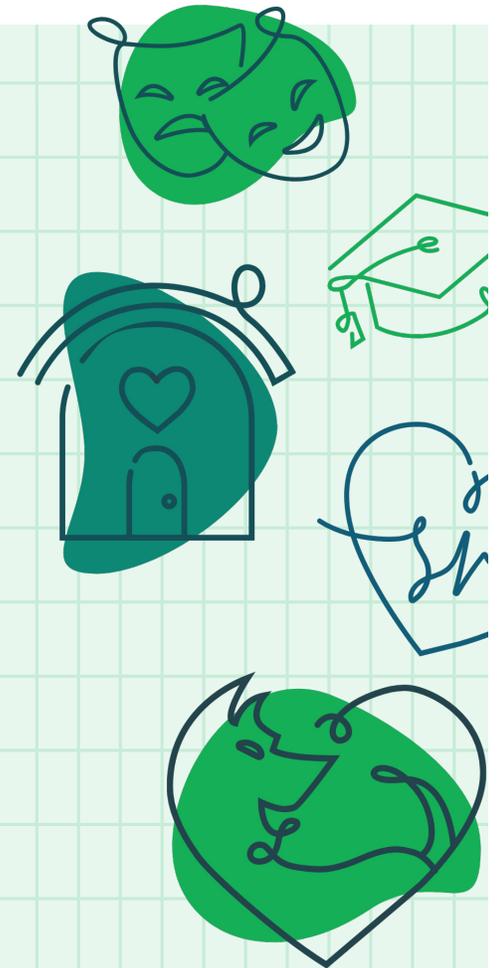
Visit NEPAGives.org and submit your content by April 30.

Follow **NEPA Gives** on Facebook and Instagram.

2

3

When your nonprofit is featured, you'll have **48 hours to generate as many shares as possible** on that original post.



- **Rally your supporters** — ask friends, staff, board members, volunteers, and advocates to share the post and spread the word.
- **All shares count** (on the original post only).
- Each participating nonprofit will be **featured once**.
- The nonprofit with the **most combined shares across both platforms** during their 48-hour window will receive a \$1,000 bonus added directly to their NEPA Gives total on June 5.
- We'll **announce the winner LIVE** on Facebook during NEPA Gives.

KEY MESSAGING

Telling the NEPA Gives story helps support and strengthen the nonprofit sector and its work in the region. NEPA Gives intention is to unite, support and engage the community, so sharing the “why” is easy.

In case you need a few pointers, here are key messages to use when promoting NEPA Gives.



NEPA Gives is back on June 4-5, 2026!

You can support your favorite cause and help create a more vibrant Northeastern Pennsylvania by giving at NEPAGives.org.



Our community is strong, is standing, and will thrive

In the midst of uncertainty, we can rely on the strength of one another. Doing our part individually helps our collective. Let's be there for each other.



When we give together, we grow together

NEPA Gives is for everyone, no matter the size of your gift! Find your favorite cause(s) and give!



It's a regional movement

NEPA Gives is an event that lifts giving and engages the entire region to support local nonprofits, celebrating the important role they play in strengthening our communities. NEPA Gives is an opportunity to show the region our generous spirit and that we can and will take care of each other.



Your gift matters

Everyone can be a philanthropist on June 4-5, 2026. No matter the size of your gift, your role as a giver increases the capacity of nonprofits to do their work.



It's a powerful one-stop shop

The NEPA Gives platform makes generosity easy. With over 250+ nonprofits registered, you can find and support all of your favorite causes in one place.



We is greater than me

Giving together is more powerful (and FUN!) than giving alone.



Be a part of something bigger

When we give together as a group, we demonstrate how much we believe in our region's nonprofit sector and the power of collective responsibility. NEPA Gives is an effective way to stimulate giving in our region, and in turn build a thriving community for all.

SAMPLE EMAIL TEMPLATES

LEADING UP TO NEPA GIVES / SAVE THE DATE

From: exampleemail@emailprovider.com

To: exampleemail@emailprovider.com

Be a part of the Largest Giving Day in NEPA!

Dear [Donor Name],

This year, on June 4-5, 2026, [ORGANIZATION NAME] is participating in NEPA Gives, a 24-hour online giving extravaganza for our whole region. Last year, NEPA Gives brought together nearly 250+ organizations to raise nearly \$1.4 million, and we are excited to be a part of the movement this year!

We invite you to join the movement and help us reach our goal of [\$XX,XXX] on June 4-5.

HERE'S HOW YOU CAN HELP:

1. Get up and give on June 4-5!

Your gift matters! On June 4-5, if you donate to [OUR ORGANIZATION] on [NEPAGives.org](#) between 7:00 PM-7:00 PM, your dollars will be stretched with [INSERT YOUR OWN MATCHING FUNDS, IF APPLICABLE] plus bonus funds and prizes raised by the NEPA Host organizations!

2. Spread the word!

Spread the word to your friends and loved ones about [OUR ORGANIZATION] and NEPA Gives! Don't forget to tag [ORGANIZATION SOCIAL HANDLE] and #NEPAGives2024 if you're posting online! Encourage your friends and family to get up and give as well! NEPA Gives is even offering a prize for the social media post that's shared the most!

3. Follow us!

Follow our social media [SOCIAL MEDIA ACCOUNT] and [facebook.com/NEPAGives](#) to stay up to date on day of activity! For more information on NEPA Gives, visit [NEPAGives.org](#)!

For more information on how you can help our organization on NEPA Gives, June 4-5, please reach out to [PERSON OF CONTACT].

Thanks,

[YOUR NAME]



SAMPLE EMAIL TEMPLATES

DAY OF NEPA GIVES

From: exampleemail@emailprovider.com

To: exampleemail@emailprovider.com

Today is the Day! NEPA GIVES 2026!



Dear [Donor Name],

Today is NEPA Gives, and [ORGANIZATION NAME] needs your support! We invite you to join the generosity movement and help us reach our goal of [\$XX,XXX] We're raising funds today to support our mission of [core mission constituency, e.g., homeless youth, children with cancer, collies and dachshunds. Even better, share real life stories and examples of how NEPA Gives funds will aid in your work!] and your gift help makes this possible!

Giving is easy: between now and midnight, you can make your gift online at [INSERT YOUR NEPA GIVES PROFILE PAGE]. Plus, your dollars will be stretched with [INSERT YOUR OWN MATCHING FUNDS] plus bonus funds and prizes!

After you make your gift, encourage your friends, family and colleagues to be a Giving Hero like you! Tag [ORGANIZATION SOCIAL HANDLE] and use the #NEPAGives hashtag to join in the excitement online! Then follow along by checking the NEPA Gives leaderboards, prizes page, and social media channels for exciting updates and announcements.

Thanks for your support of [ORGANIZATION NAME] and being a part of the NEPA Gives movement!

Sincerely,
[YOUR NAME]



PRIZES AND INCENTIVES

Because winning is fun, and during NEPA Gives, it happens a lot!

The NEPA Gives partner foundations work together to both generate and award prizes and incentives through the day, creating excitement for both nonprofit partners and donors. Prizes and incentives are designed to be won by new and returning organizations of all sizes.

Prizes range from randomly drawn, hourly golden tickets to geographic prizes, to prizes won for a specific accomplishment. There may be limitations on the number of prizes or incentives an organization can win. Keep an eye on the prize list to maximize your donations!

REGIONAL GIVING POOL

In NEPA Gives 2024, the partner foundations have established a “regional giving pool” which will serve as bonus funds which will further boost gifts from the community.

OFFLINE GIFTS

Offline gifts can be given, but they will not count towards prize eligibility

GETTING YOUR MONEY

After NEPA Gives adds all of the prize money to the winning organizations, the information is passed through Bill.com. Bill.com is a free service that makes it simple to receive ACH payments from NEPA Gives.





RAISING YOUR OWN MATCHING FUNDS

Matching funds are additional dollars contributed directly to your organization from a donor, company or community partner to help encourage donations to your nonprofit. Matching funds should be a 1:1 match, which allows you to say that your dollar will be doubled. Once secured, your matching fund will appear on your nonprofit profile, and will count down as it is satisfied.

Regional giving days trend data shows that nonprofits who secure 1:1 matching funds are more successful on giving days than those who do not secure matching fund donors, and experience a larger growth year over year than those organizations that do not secure matching funds.

WHO ARE POTENTIAL MATCHING FUND* DONORS?

- **Board members**
- **Businesses who you have relationships with**
- **Individuals who are invested on a heart level (previous donors)**

**A matching fund does not have to be from just one donor. You can combine partners' donations to build a larger match donation.*

TALKING POINTS FOR SECURING MATCHES:

When working to secure a matching grant/sponsorship, you'll need to make a good case for why it's so important. Businesses and donors may not understand how vital matching grants are on giving days, so here are a few points you'll want to keep in your pocket to help sway prospects.

- **Matching grants motivate donors.**

People love a good deal. For that reason, being able to double their donation to a cause they care about can be the deciding factor for some people in whether they will donate.

- **Providing a matching grant doubles their donation too!**

If you have a donor or business that gives to your nonprofit annually, you can convince them to provide a matching grant on NEPA Gives day by explaining that their gift (while already incredibly important) can have an even bigger impact when used as a matching grant. They double the dollar amount by bringing in donations, and creating opportunities for future donations by enticing first-time donors to make a contribution.

- **Matching grants create interest and drive traffic!**

On NEPA Gives day, it's all about promotion and getting supporters to click the link to your donation page. Having a matching grant available gives you an angle to promote your page, creates buzz, and inspired donations.

MARKET IT!

Make sure to include your matching sponsors/grants in all your promotions for NEPA Gives. Put the information on your website and social media sites as well.

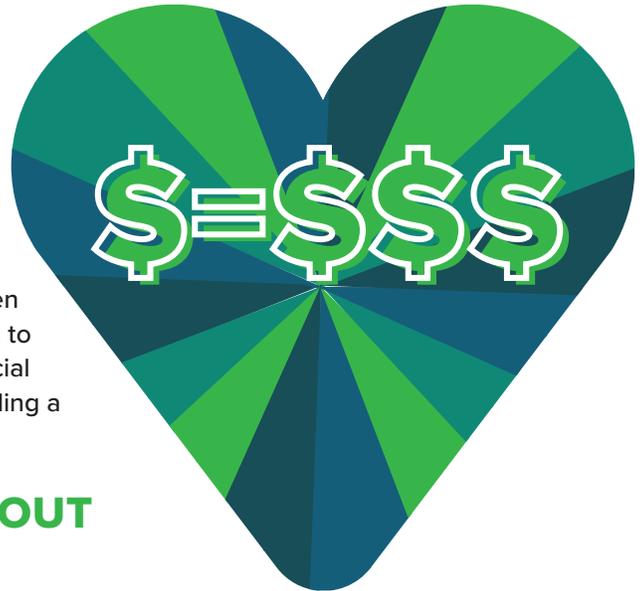


RAISING YOUR OWN MATCHING FUNDS

MATCHING FUND TIPS:

Get an early start: Set up meetings, make phone calls and send emails as soon as you register on NEPAGives.org to ensure you have plenty of time to work out the details and promote your organization's match.

Be willing to offer something in return: It's great to have an idea of some of the perks your organization can offer when approaching match perspectives. Things as simple as linking to their website on your NEPA Gives page, tagging them on social media, or e-blasting flyers for their business can make providing a matching grant/prize more enticing.



SOME COMMON QUESTIONS ABOUT MATCHING FUNDS:

Does the matching fund money get bonused?

No. Each nonprofit should receive the matching fund money directly from their donors. Matching fund donors can write a check or grant directly to your organization, outside of the NEPA Gives platform.

Are matching funds required to be a dollar-for-dollar match?

Yes, matching funds must be a one-to-one dollar match in order to be tracked on the site.

Will my matching funds appear on my nonprofit profile?

Yes, your match amount will be listed on your profile page. As you raise money on NEPAGives.org, your match goal will count down until the match is satisfied.



**NEPA GIVES IS PROUDLY
SPEARHEADED BY:**



IN PARTNERSHIP WITH:

