

## HOW TO PARTICIPATE IN GIVE OUT DAY 2015 IN FOUR STEPS

### **STEP ONE: REGISTER WITH GIVE OUT DAY AND SET UP YOUR FUNDRAISER PAGE**

Check out the Give OUT Day website at <https://www.giveoutday.org/c/GO>. You can simply click the “[Register Your Nonprofit](#)” button on the homepage, and follow the instructions. Registration is slightly different this year, and we highly encourage you to attend the registration training offered by Bolder Giving on Wednesday, March 4. Remember: **the deadline is April 30**. And you don’t want to wait until the last minute, because then you’ll have little chance to put your best thought into how your organization is presented.

If you have questions about registering or developing your page, you can email Bolder Giving staff at [giveoutday@boldergiving.org](mailto:giveoutday@boldergiving.org). Bolder Giving’s Give OUT Day program staff can discuss with you how it works, easy-to-use toolkits, and how your organization can maximize this opportunity.

### **STEP TWO: JOIN THE WEBINARS**

Bolder Giving staff members are offering a series of webinars to help organizations navigate through the Give OUT Day process. Topics range from how to register your organization to strategies for engaging volunteers and donors. The webinars will be held every Wednesday at 1:00 pm PST beginning March 4 and ending on April 8, with one final webinar offered Wednesday April 22.

- March 4: [Give OUT Basics - Overview & Registration](#)
- March 11: [Developing your Give OUT Strategy & the Head Start Campaign, presented by EqualityCard®](#)
- March 18: [Optimizing your Give OUT Day page with advice from Click & Pledge](#)
- March 25: [Bigger lift, Bigger results - Live events, matching grants & recruiting volunteer fundraisers](#)
- April 1: [Getting noticed - Communication tips for email, social media & earned media](#)
- April 8: [Social media action planning](#)
- April 22: [Finalizing your 30 day plan and general Q&A](#)

### **STEP THREE: SPREAD THE WORD**

Develop your own strategy for publicizing your organization’s participation in Give OUT Day. It may be as simple as sending an e-mail to your donors and making the opportunity visible through Facebook, Twitter, and other social media. Or it may be a more in-depth, multi-pronged strategy. One of the great things about Give OUT Day is that the platform is already there for you. Once you’ve registered, then you decide what you want to do with it.

You’ll find resources and ideas on the Give OUT Day website, and there will be ideas shared during the webinars.

### **STEP FOUR: WATCH FOR ADDITIONAL OPPORTUNITIES**

Horizons Foundation will be seeking to raise the visibility of Give OUT Day and the opportunity it provides for both LGBT organizations – and for individuals to support groups and causes they care about. We will make every effort to have any such visibility be for the benefit of all the organizations that choose to participate.