



12.14.2011

“Never doubt that a small group of thoughtful, committed, citizens can change the world. Indeed, it is the only thing that ever has.”

- Margaret Mead

Tips for Using Social Media to Spread the Word

Facebook and Twitter are the fastest and easiest way for you to get the word out about. Use the following tips below to make spreading the word via social media even easier.

1. Post announcements and messages daily!
2. Remind friends & followers to repost and retweet announcements to their friends.
3. Make sure all announcements and messages always include the name and date of the event.
4. Use lively language to get people excited about the upcoming event.
5. Ask questions on your social media pages to initiate conversations about the event.

Check out The San Diego Foundation's Facebook and Twitter pages!



Click [here](#) for more information on BetterGiving and GIVEBIG San Diego!

GIVEBIG is an online networking and giving event that provides nonprofits the opportunity to gain exposure to and start relationships with new donors, and for people in the San Diego region to come together to raise as much money as possible for local nonprofits within a given amount of time. All gifts will be processed through BetterGiving, an online resource and community-wide giving program administered by The San Diego Foundation.

Check out GIVEBIG resources on our [BetterGiving website!](#)

GIVEBIG Announcement

GIVEBIG FAQs

GIVEBIG Event Rules—coming soon!

Nonprofit portrait help

Spread the Word!

The number one reason people do not donate is that no one ever asked them! **giveBIG San Diego** is an opportunity to maximize your donation and make a difference in our community. Your goal is to reach out to as many people as possible to get them to participate on **December 14, 2011**. Here are some tips to help you spread the news:

1. Email Your Friends and Family

Forward this email to everyone you know, and be sure to direct them to our www.bettergivingsd.org site for event information, rules, and our easy-to-use media toolkit. Import your address book and follow up. Soon, you'll have everyone excited and anticipating the big day!

2. Use Social Media

Social media is like a virtual open house, allowing others to learn more about giveBIG, become part of the discussion, share information with friends and become more involved with and more committed to your cause. Use blogs, Facebook and Twitter to get the word out.

3. Set a Goal

Set a donation goal for yourself, your family or your workplace for your chosen nonprofit. Put your goal in writing and post it in places you'll see everyday. Having a verbal and written donation goal will set your commitment in motion.

4. Double Your Donation

Many employers offer matching funds programs, and your \$50 donation could turn into \$100. Inquire with your personnel/HR department to see if your company has a program and to complete the paperwork required to get your gift matched.

5. Bring It Along

Print giveBIG information flyers from the BetterGiving website and take with you everywhere to pass out to anyone you interact with. Let people know that this is a simple and user-friendly way to make an impactful difference in their community.

6. Talk About It

Ask for a few minutes on the agenda of any meetings you will be attending. Explain giveBIG and ask for everyone's support on December 14th. If you have a story to share about the nonprofit you have chosen to support, tell it.



BetterGiving
The more you know, the better the gift.
The San Diego Foundation



The San Diego Foundation
A foundation for your passion