



PART 2 OF 4:

10 WAYS TO PROMOTE YOUR GIVING STORE DIRECTORY LISTING

1. Use the provided Giving Store graphics (found in the **Graphics and Logos** section of the **Toolkit**) to cross-promote your unique Giving Store link across your organization's communication channels. A centralized, recognizable website and branding will begin to resonate with potential donors—letting them know that this is where they can easily and securely give to your organization.
2. Add a Give Now button to the top portion of your website that links to your Directory Listing.
3. Add a Give Now button to your organization's email signatures with your unique link.
4. Add a Give Now button to your email service provider's email templates (Constant Contact, Mailchimp, etc.). By making a Give Now button part of the email template, potential donors will become accustomed to knowing they can give directly from the emails your organization sends.
5. Include the link with your social media posts, and consider adding it to your social media profile pages in the "About" section(s).
6. When you create a social media post using your unique link, ask your staff, ambassadors, and stakeholders to share that post on their respective social media platforms. Likes and shares on one post will create traction, and the platform will show the post to more individuals.
7. Add your unique link to print materials such as business cards, flyers, event promotion materials, etc.
8. At any upcoming events or fundraisers, consider showing a simple PowerPoint slide about your listing and include a reference to it in opening or closing remarks.
9. Include a Giving Store button in your thank you letters and emails to donors, reminding them that the next time they want to give, they can easily find and donate to your organization using The Giving Store Directory.
10. Promote the idea that every gift matters, with the minimum gift of \$20 accepted throughout your communications.