



PART 1 OF 4:

FINDING AND INTRODUCING YOUR GIVING STORE DIRECTORY LISTING

HOW TO FIND YOUR UNIQUE GIVING STORE DIRECTORY LISTING LINK

- Go to columbusfoundation.org/thegivingstore.
- Use the search box to search your nonprofit name and click on your nonprofit's Directory Listing.
- Look at the URL of your page in the browser's URL/address bar. This is your unique link. Copy and paste this URL to use throughout your promotion and outreach efforts.

Make a list of all your communication and promotional channels—including website, emails, social media, direct mail, printed flyers, business cards, event materials, etc. Cross-promotion is key. Consider adding your unique Giving Store Directory Listing link to all of your channels, sending potentials donors to one unified, easy spot to donate.

HOW TO INTRODUCE YOUR GIVING STORE DIRECTORY LISTING

- Consider introducing your new Directory Listing on The Giving Store as part of a larger communication to your audience(s)
- Add this text to an email, a social media post, etc:
 - **Sample Text:** "We're now in The Giving Store! The Giving Store at columbusfoundation.org is a one-stop shop for effective and easy philanthropy of any kind. Check out our organization in The Giving Store to make a gift today or in the future."
- Send a brief introductory email to your audiences with a photograph of your work and a clear call to action (Emails should be brief and contain a strong central visual with a clear call to action)
- Think of any upcoming events or fundraisers on your calendar, and consider showing a simple PowerPoint slide about your listing or including a reference to your listing in the opening or closing remarks

ACCESS OTHER RESOURCES IN THE NONPROFIT TOOLKIT FOR TIPS ON HOW TO PROMOTE YOUR LISTING

- 10 Ways to Promote Your Giving Store Directory Listing
- Social Media Tips for Promoting Your Giving Store Directory Listing
- Branding Guidelines
- Graphics and Logos, and Working with Photos Guide