

**2026**



**COMMUNITY FOUNDATION  
OF TETON VALLEY**

**Mandatory Marketing Meeting**

# Event Day (2024)



# Welcome!

Why:

Grow Tin Cup donations for EVERYONE!

How:

Collective outreach + shared momentum

Formula for Success:

**Ask early.**  
**Ask often.**  
**Ask personally.**



# What is the Tin Cup Challenge?

This **6-week** charitable fundraiser enables donors to support their favorite local nonprofits, knowing that their gifts will be **partially matched** by a grant from the Community Foundation of Teton Valley's Challenger Fund for all gifts received during the Giving Period.

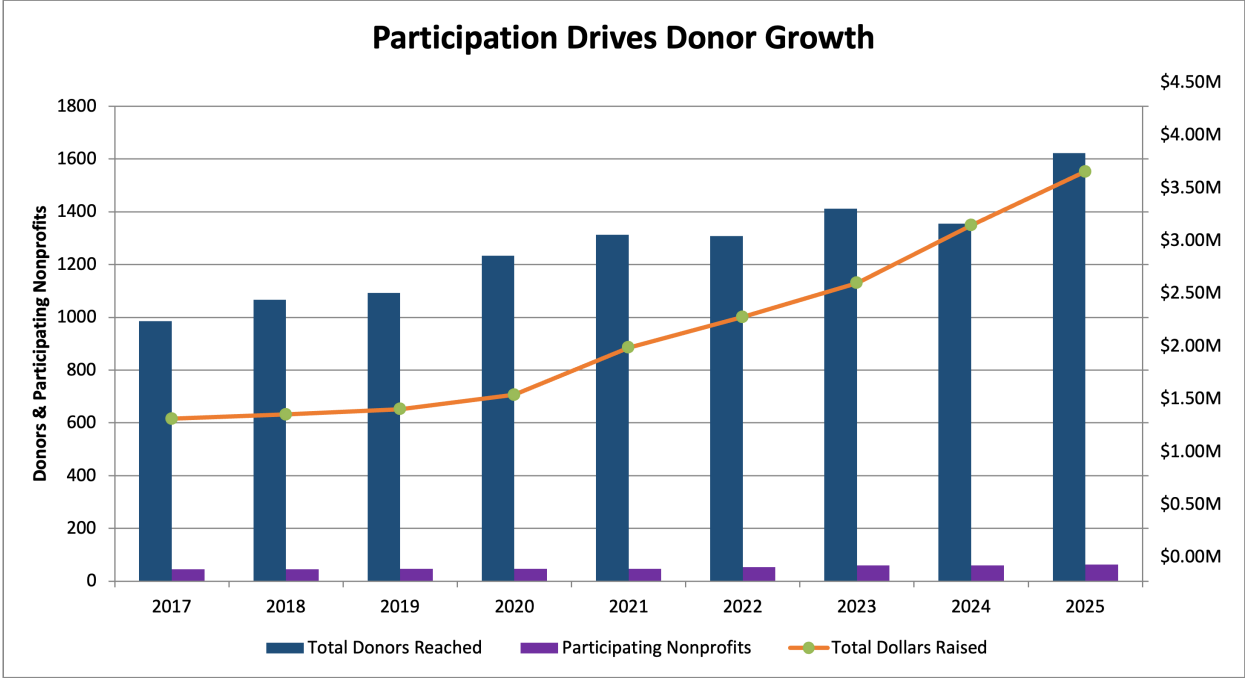


## Why is the Tin Cup Challenge Important?

- Cultivates generosity as a cherished community value.
- Raises funds to help local nonprofits meet their missions.
- Brings awareness to our hard-working nonprofit organizations.
- Serves as an efficient fundraising mechanism to save nonprofits time, money, and resources.

# Participation Drives Donor Growth

By the numbers – how can we collectively grow our donor base?



2025:  
64 Participating Nonprofits →  
1,623 Donors → \$3.88M

2026:  
73 Nonprofits = New Donor Networks!!!

On average, Tin Cup Donors give  
to 5 organizations!



**Recurring donors give  
42% more!**

**Probability of converting  
an existing donor into a  
repeat donor is 60-70%.**

# Tin Cup Impact is Growing

## Did you know?

- Tin Cup funds must be spent within 18 months, within Teton Valley – because we'll do it again next year! Talk about direct impact.
- Funds can be used to cover operating funds like rent and salaries, so you can better focus on your mission's work.
- Join the momentum! This IS what our community does.
- Donations go farther with the Foundation's Match Grant.

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## Tin Cup Nonprofit Growth Snapshot (5 years)

### Donors

**116 → 185**

+59% growth

### Funds Raised

**\$10,636 → \$68,138**

6x increase

### Total (with Match)

**\$15,954 → \$81,888**

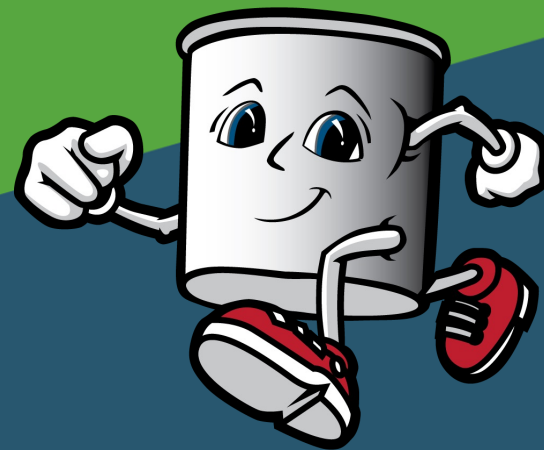
5x+ growth

# What Grows Donors?

## Active Participation!

- Share with your FULL list.
- Ask board members to bring 5 new donors each.
- Tell your authentic story with a clear ask
- Make a direct ask.

**Participation creates donors —  
donors create dollars!**



**1 in 3 households  
participate in the  
Tin Cup Challenge!**



## Breakout

What is ONE thing your organization will do differently this year to reach new donors?

## Word of Mouth – Tell two friends...



If every nonprofit  
activates 10 new  
people → 730 new  
Tin Cup donors!

# Lean on us

## Community Foundation of Teton Valley Staff



**Bonnie Self**  
Executive  
Director



**Claire Vitucci**  
Marketing &  
Communications



**Brian Thysell**  
Program Manager



**Suzanne Rees**  
Development



**Sterling Boin**  
Finance &  
Operations

## Leverage Foundation Resources

- Workshops
- E.D. Exchange
- Job & Volunteer Boards
- Nonprofit Newsgroup
- Conference Room
- FREE Equipment Rental
- Agency & Donor Funds
- Networking & Collaboration



# Tin Cup Rules & Resources

The Community Foundation distributes a brochure to every household in Teton Valley. Additional Tin Cup box mailers are not allowed.

Contributions must be accompanied by an official Donor Form with payment made directly to the Community Foundation of Teton Valley. Print actual size and cut to size for submission.

**Only advertise during the Giving Period.**

## 2026 Marketing Guide

- Tin Cup Logos
- Tinny
- Canva Templates
- Foundation Handles
- Hashtags
- Shared Posts
- Donor Form
- Booth Guidelines



# Flat Tinny

Flat Tinny is excited to help showcase your nonprofit's work and mission during the Tin Cup Challenge.

- Tell a story, have an adventure, highlight something behind the scenes, and showcase your services.
- Share your Flat Tinny photos in your newsletter and on social media. Tag #flatTinny and the Community Foundation so we can all follow along and share your posts.
- Be Creative & Have Fun!





COMMUNITY FOUNDATION  
OF TETON VALLEY

[www.TinCupChallenge.org](http://www.TinCupChallenge.org)



Become a Challenger



- How to Give
- Why It Works
- Nonprofits
- Challengers
- Event Day
- GIVE

Home / Nonprofits / Community Foundation of Teton Valley

# Community Foundation of Teton Valley



Civic and Service

## Mission

Elevate lives through the power of generosity.



"Independence means our community's generosity will continue, building a foundation that reflects who we are, what we value, and the future we envision together."

— Susie Work, Founding Board Member of the Community Foundation

## Summary

\$ 0.00

GIVE NOW



- cftetonvalley.org
- GuideStar Profile
- Facebook
- Instagram
- LinkedIn
- YouTube

## Summary

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type simen book.

- Nsectetur cing do not elit.
- Suspe ndisse suscipit sagittis in leo.
- Entum estibulum dignissim lipsm posuere.

Lorem Ipsum is simply dummy text of the printing and typesetting industry. orem Ipsum has been the industry's standard dummy text ever since the when an unknown printer took a galley of type and scrambled it to make a type specimen book.



## Ready to Make a Difference?

Support the nonprofits that make Teton Valley thrive.



## Choose Your Nonprofits

Enter a dollar amount next to any nonprofit you'd like to support. Your donations will appear in the cart on the right.

### ARTS & CULTURE

\$ 50 Teton Arts

\$ Teton Booster Club

### CIVIC & SERVICE

\$ American Legion Post 95

\$ 100 Community Foundation of Teton Valley

### EDUCATION

\$ Learning Academy of Teton Valley, The

\$ Teton Valley Health Care Foundation

\$ The Earthfire Institute

### OTHER NONPROFITS

\$ ABC - Above & Beyond the Classroom in Teton Valley

\$ ACT Foundation

\$ Aska's Animals

\$ B on 33- Beautifying Our Byway

\$ Back Country Horsemen

\$ Basin Barrel Racing Association

\$ Big Hole Brawlers

\$ Blake Chapman Aviation Scholarship

\$ Civil Air Patrol Teton Valley

\$ Community Resource Center of Teton Valley

### Your Donation Cart

Teton Arts \$50.00 x

Community Foundation of Teton Valley \$100.00 x

**Challenger Fund** **\$200.00** x

**TOTAL: \$350.00**

Processing fees (if applicable) will be calculated at checkout based on your payment method.

CHECKOUT

### CHALLENGER FUND

Fuel the match for every nonprofit. Your Challenger Fund donation is distributed across all participating organizations, multiplying the impact of every direct gift.

\$ 200

Challenger gifts start at \$1,500+. All other gifts are celebrated as Friends of the Match.



# Gift Reporting

- Previous Tin Cup Contributions accessible
- Log in to Gift Reporting by June
- More information!

NEWSLETTER NEWS & EVENTS CONTACT LOGIN



NEWSLETTER

×

Programs Get In

Fund Holder Login  
Apply for Grants  
Grant Committee  
Board of Directors

info@cftetonvalley.org

Phone: 208-354-0230



Give Funds & Scholarships Nonprofits Programs Get Involved About

GIVE NOW

# Outreach & Ideas – Ask!

- **Send one clear ask:**  
Email and/or direct mail (don't bury it)
- **Activate your stakeholders:**  
Board, supporters, volunteers - ask them to give and share!
- **Make it personal:**  
Connect with top supporters directly
- **Tell one authentic story:**  
Show where the money goes and why it matters
- **Say thank you and follow up:**  
Gratitude builds repeat donors



# Additional Resources

- **Social Media Scheduler** – Buffer, Zoho Social, Later, etc.
- **QR Code Generator** - Hang a poster at your office with a QR code that links directly to your donation page.
- **Teton Valley News**
  - Print & Digital Advertising
  - Nonprofit Discounts

Please Support  
Valley of the Teton  
**LIBRARY**

By designating your  
**2022 Tin Cup Challenge**  
gift to Friends of the Valley  
of the Teton Library



**THANK YOU**  
FOR MAKING YOUR GIFT BEFORE JULY 22!



## Workshops & Events

### Pocket Talk: Vertical Content + Reels

Tuesday, June 2

12:00 pm - 1:00 pm @ Foundation Office

### Communications & Development Roundtable

“How To” on Gift Reporting & Thank You’s

Wednesday, July 29

12:00 am - 1:00 pm @ Foundation Office

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### E.D. Exchange – June

Wednesday, June 11

12:00 pm - 1:00 pm @ Foundation Office

### Board Roundtable

Wednesday, June 24

5:15 pm - 6:15 pm @ Foundation Office

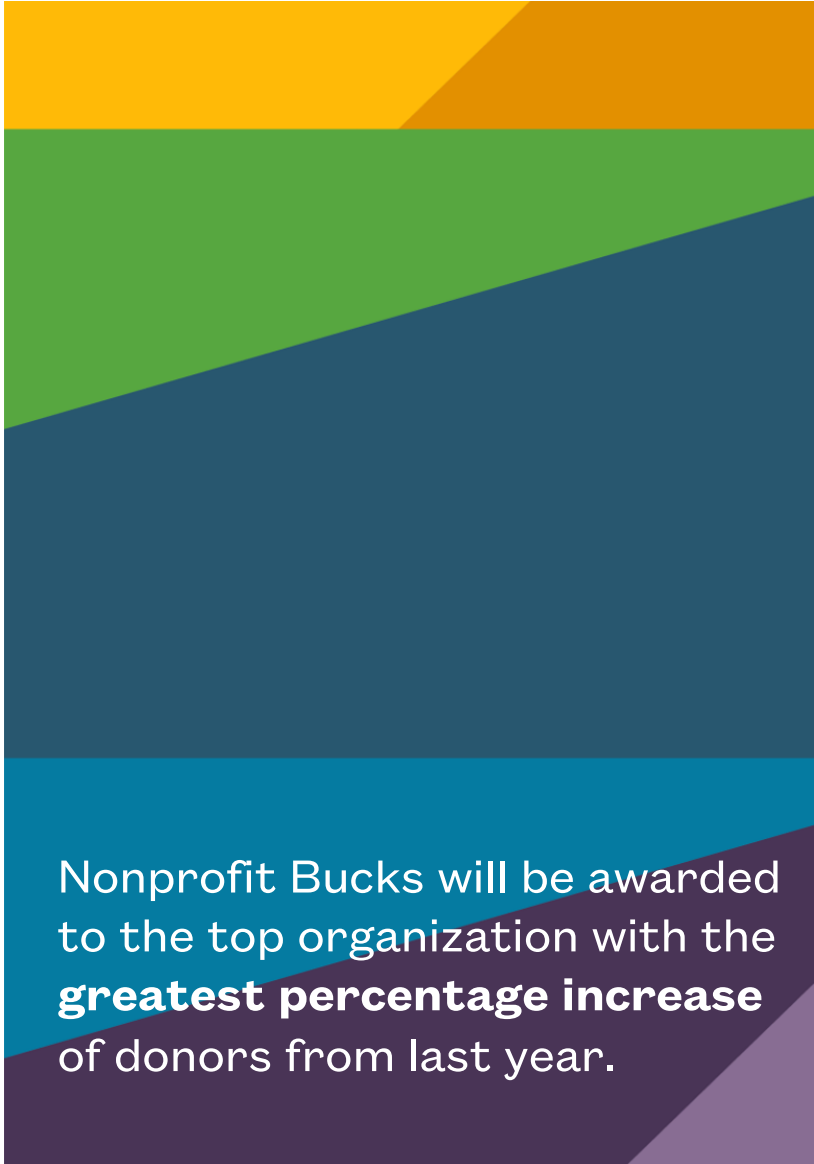
## Goal:

**1,900 donors in honor of our 19<sup>th</sup> year working together for the benefit of this community.**

**Full Cup  
Award**

**\$500**

**Let's work together and grow giving –  
No donation is too small!**



Nonprofit Bucks will be awarded to the top organization with the **greatest percentage increase** of donors from last year.

# Event Day:

- Dress for success!
- Wear Tin Cup or organizationally branded shirts.
- Ask your constituents to run together en masse.
- Visually remind participants why we're running!
- Win Nonprofit Bucks for showing the MOST spirit on Event Day!

# Spirit Award

**1<sup>st</sup> Place**

**\$200**

**2<sup>nd</sup> Place**

**\$100**

**3<sup>rd</sup> Place**

**\$75**



# Booth Tips & Tricks

This is a showcase for your organization!

- Engaging activities draw visitors.
- Be visually impactful.
- Consider your brand and themes!
- Have free raffle prizes!
- What does your work support?  
Photos, testimonials, related activities = proof
- Collect emails for your newsletter.
- What are some of the most successful booth activities you've had or seen at past events? New ideas?

Submission Deadline: **5 pm, Thursday, June 4**



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COMMUNITY FOUNDATION  
OF TETON VALLEY

**Booth Hosting Form  
due by  
5pm, Thursday, June**

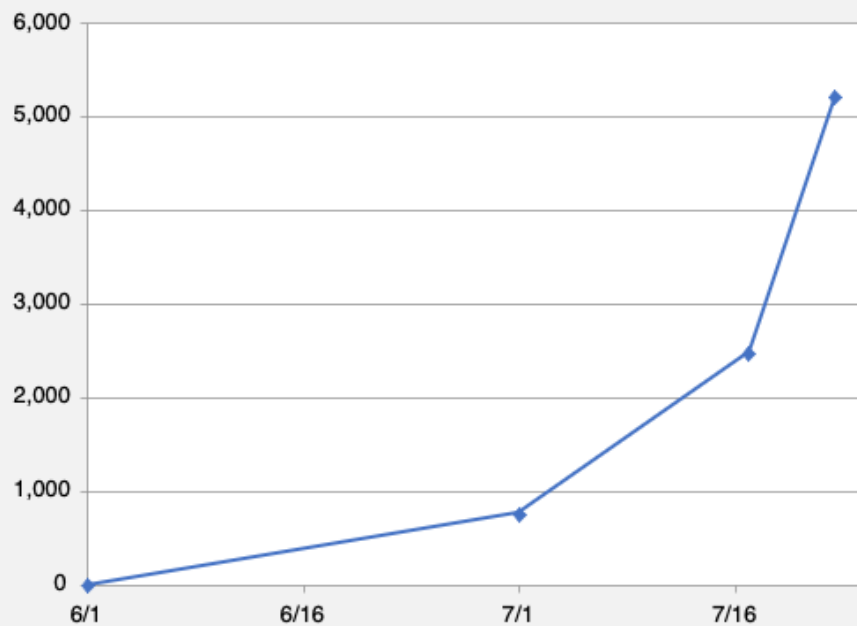
Failure to submit this form on time may result in  
the forfeiture of your organization's booth space.

[Start now](#)

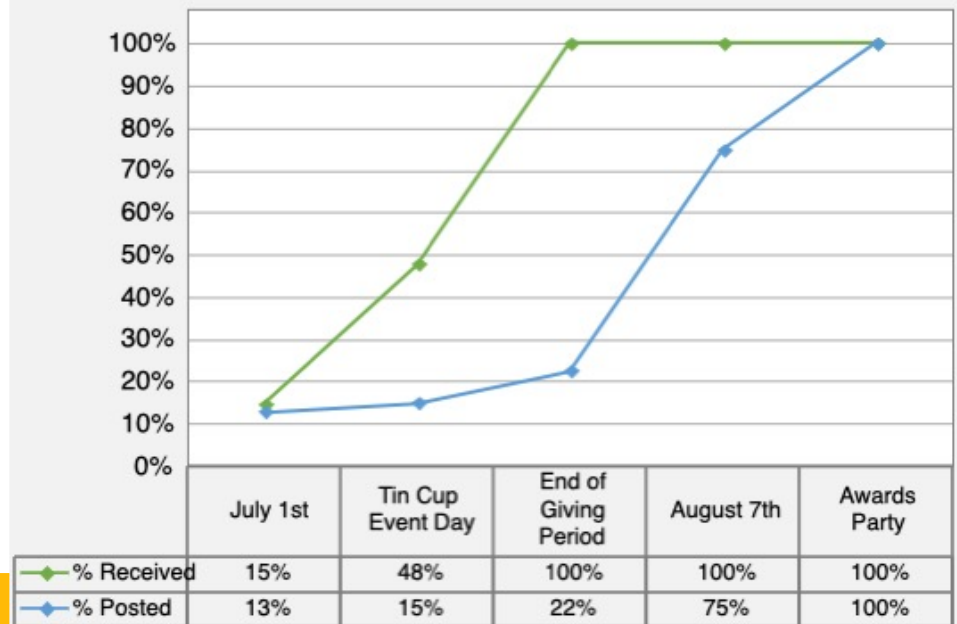
# Numbers & Timing

Encourage early giving! Momentum in the final week depends on what you build now. Typically, **50%** of gifts come in after Event Day, during the **last** week of giving. Have patience - it's **A LOT** of gifts, and a good problem!

Receipt of Gifts by Date - Cumulative Number Received



Gifts Received versus Posted by Date



# Ways to Give

- **Give by Check:**  
Community Foundation of Teton Valley  
P.O. Box 1523  
Driggs, ID 83422
- **Give by Credit Card:**  
A 2.6% processing fee will be charged for credit card donations.
  - Plus Apple Pay, Google Pay, & ACH
- **Give by Stock, Wire, or Donor-Advised Fund**  
Forms are available online.

[www.TinCupChallenge.org](http://www.TinCupChallenge.org)

Contributions must be accompanied by an official Donor Form with payment made directly to the Community Foundation of Teton Valley.



## **Marketing Deadline: 5 pm, Thursday, June 4**

Login sent from [info@cftetonvalley.org](mailto:info@cftetonvalley.org)

- Logo (square)
- Three photos
- Description
- Quote
- Video
- Contact info & social media links

## **Farmers Market:**

Look for us at the Farmers Market on Fridays throughout the Giving Period. Encourage your constituents to visit us, pick up T-shirts, sign up to race, join us on Event Day, and DONATE!

### **Hot Tips:**

- **Follow the Foundation**
- **Subscribe to our newsletter**
- **Tag us on:**
  - FB
  - Instagram
  - Linked-In
- **Use Hashtags**
- **Share, Like, & Comment**
- **Join the Nonprofit Newsgroup Listserv**



## What Success Looks Like for You:

- Grow donors by X%
- Reach new audiences
- Strengthen relationships

### Next Steps – Before you leave:

- Write down one outreach idea
- Identify one person who will help you
- Commit to one action next week

**Momentum starts now.**



Check your Junk Mail - Add  
**info@cftetonvalley.org** to  
your safe sender list!

# Questions, Answers, & Ideas

Let's hear what you're thinking!

[www.TinCupChallenge.org](http://www.TinCupChallenge.org)

