

**2024**



**COMMUNITY FOUNDATION  
OF TETON VALLEY**

**Mandatory Marketing Meeting**

# Introduction

## **Why:**

- You're in! Meet your fellow Participating Nonprofits.
- Grow Tin Cup donations for EVERYONE!
- Increase reach, participation, knowledge, and IMPACT.

## **How:**

- Capitalize on resources provided by the Community Foundation
- Work together!
- Spread the word and ASK - in person, on your website, in your newsletter, via social media, at events, in direct solicitations, and your email signature — shout it from the rooftops!

## **Do:**

- Frontload your involvement, the concentrated giving period, early giving, expanded participation, and campaign preparedness.



# What is the Tin Cup Challenge?

This **6-week** charitable fundraiser allows donors give to their favorite local nonprofits, knowing their gifts will be partially matched by a grant from the Community Foundation of Teton Valley's Challenger Fund for all gifts received between **9 am on June 14 and 5 pm July 26, 2024.**



## 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.

# Tin Cup History



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

<b>2017</b> 10 <sup>th</sup> Annual	<b>2018</b> 11 <sup>th</sup> Annual	<b>2019</b> 12 <sup>th</sup> Annual	<b>2020</b> 13 <sup>th</sup> Annual	<b>2021</b> 14 <sup>th</sup> Annual	<b>2022</b> 15 <sup>th</sup> Annual	<b>2023</b> 16 <sup>th</sup> Annual
<b>986</b> Donors	<b>1,067</b> Donors	<b>1,093</b> Donors	<b>1,234</b> Donors	<b>1,313</b> Donors	<b>1,308</b> Donors	<b>1,412</b> Donors
<b>\$1,538,727</b> Total Raised	<b>\$1,580,128</b> Total Raised	<b>\$1,631,466</b> Total Raised	<b>\$1,766,670</b> Total Raised	<b>\$2,213,670</b> Total Raised	<b>\$2,503,922</b> Total Raised	<b>\$2,826,791</b> Total Raised
<b>45</b> Nonprofits	<b>46</b> Nonprofits	<b>47</b> Nonprofits	<b>48</b> Nonprofits	<b>48</b> Nonprofits	<b>54</b> Nonprofits	<b>60</b> Nonprofits

**On average, recurring donors give 42% more than a one-time donor.**

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

Real data from a local organization whose primary fundraising technique is word-of-mouth, newsletters, and direct asks.

# Interesting Facts

## 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.
- **1-in-4** households give during the Tin Cup Challenge – join the momentum! This IS what our community does.
- Donations go farther with the Foundation's Match Grant.

Year	# of Donors	Raised	Total w/ Grant Funds
2019	116	\$10,636	\$15,954
2020	131	\$11,178	\$17,885
2021	152	\$25,035	\$38,860
2022	166	\$44,273	\$56,798
2023	185	\$68,138	\$81,888

# Word of Mouth – Tell two friends...





# Ask

- Board Members
- Supporters
- Volunteers
- Constituents
- Event Participants
- Social Networks
  - Facebook
  - Instagram
  - Linked-in

to participate with a donation of any size –  
*and to tell two friends!*

## Identify Stakeholders

# Lean on us

## Community Foundation of Teton Valley Staff



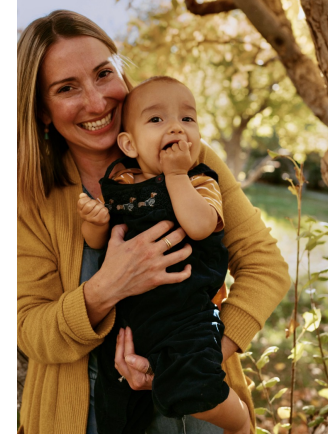
**Bonnie Self**  
Executive  
Director



**Claire Vitucci**  
Marketing &  
Communications



**Brian Thysell**  
Program Manager



**Suzanne Rees**  
Development &  
Operations

# Leverage Foundation Resources

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

# 2024 Tin Cup Resources

- [2024 Marketing Guide](#)
  - Canva Templates
  - Foundation Tags
  - Hashtags
  - Sample posts
- **Social Media Graphics**
- **Press Releases**
- **Donor Form**
- **Logos**
- **Flat Tinny**
- **Booth Guidelines**



Elevating lives through the power of philanthropy.

Your  
Logo  
Here





# 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 so we can all follow along and share your posts.
- Be Creative & Have Fun!



# Additional Resources

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

Please Support  
Valley of the Tetons  
**LIBRARY**

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



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



# Workshops & Events

- **Communications & Development Roundtable**  
Wednesday, May 8  
Noon – 1 p.m. @ Downtown Driggs Association
- **Pocket Talk: Ready...Set...Tinny! Build a Brand-Strong Campaign for Tin Cup 17 with Erica Rice**  
Thursday, May 16  
Noon-1 p.m. @ Foundation Office
- **Nonprofit Appreciation Jam**  
Wednesday, June 5  
4:30-6:30 @ Highpoint Cider
- **“How To” Session on Gift Reporting**  
Wednesday, August 7  
9-10 a.m. @ Foundation Office



# Outreach & Ideas

## Ask!!!!

- One-on-one conversations with larger donors.
- Direct mail/letters to *your constituents*.
- Newsletter, social media, and/or blog updates – *Where does the money go?*
- Share stories, successes, challenges, and your passion for your mission.
- Encourage participation and express gratitude!
- Send Thank You notes and/or emails.
- Recognition in annual reports, websites, newsletters, social media, newspaper, etc.
- What does your organization do to get the word out and retain donors?
- How can you expand your reach this year?



# Goal:

**1,700 donors in honor of our 17<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 mass.
- Visually remind participants *why* they'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



- Have free raffle prizes!
- Engaging activities draw visitors.
- Be visually impactful.
- 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, Tuesday, May 28**



## Booth Hosting Form

Name of Organization:

Primary Booth Contact:  
Primary Phone (call preferred):  
Email:

Are you sharing your booth with another organization? Yes No

Name of Nonprofit (if sharing):

Please indicate how your organization will be participating at the Tin Cup Challenge event  
 **Interactive Booth Activity:** Description of Booth Activity

Special Requests/Needs for Consideration (e.g. electricity, water, extra space, etc.)  
*Please note, we may not be able to accommodate all special requests.*

**Display Booth Only**  
As a participating nonprofit with a booth space, we have chosen to opt out of providing an activity at our booth or on the stage. We will set up a display booth only at the Tin Cup Challenge event, understanding that the most successful booths are often interactive in nature.

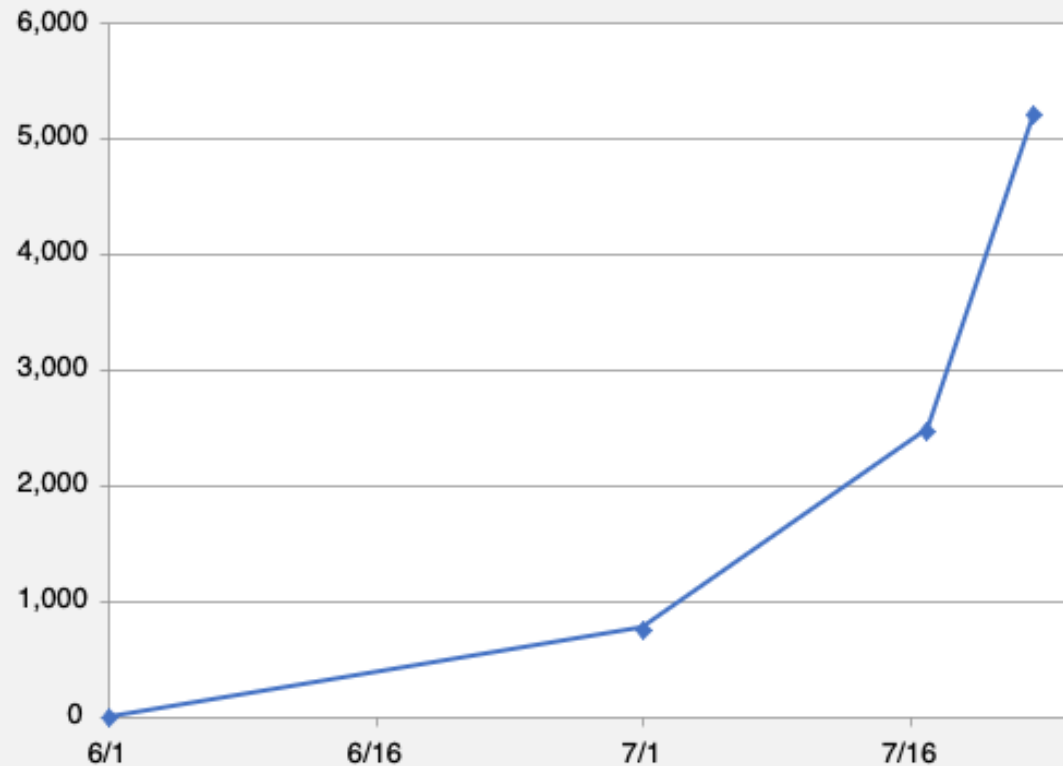
**Please submit completed forms no later than Tuesday, May 23 at 5pm to Brian Thyssell at:**  
[bthyssell@cfteetontvalley.org](mailto:bthyssell@cfteetontvalley.org)

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

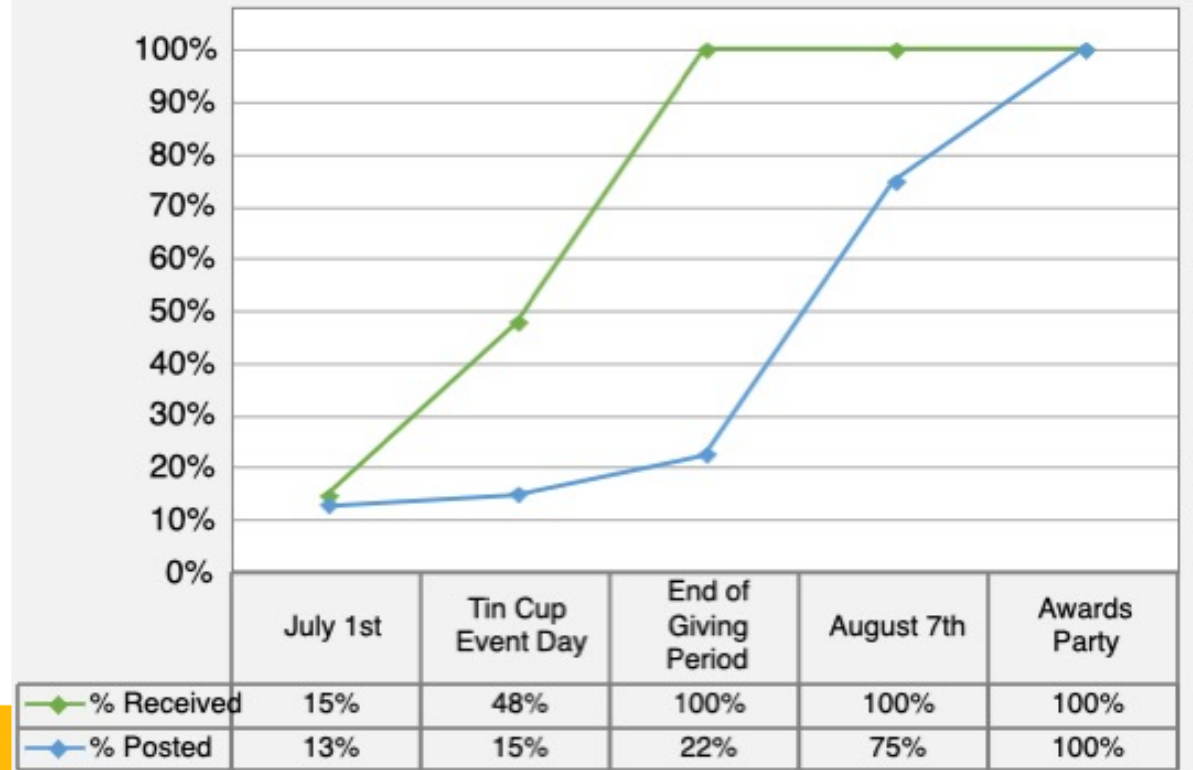
# Numbers & Timing

Encourage early giving and know that **50%** of gifts come in after Event Day, in 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 2.4% processing fee will be charged  
for credit card donations.
- **Give by Stock, Wire, or Donor Advised Fund**  
Forms 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, Monday, May 15

- Canva Template Post
- Quote
- Blog Post
- Confirm Nonprofit Directory (info & social media)

## Farmers Market:

Look for us at the Farmers Market on Friday's a week before and 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:

- **Tag us on:**
  - **FB**
  - **Instagram**
  - **Linked-In**
- **Use Hashtags**
- **Share, Like, & Comment**



Check your Junk Mail - Add  
[info@cftetonvalley.org](mailto: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)