

## Tin Cup Challenge Marketing Guide

Congratulations on being included in the 18th Annual Tin Cup Challenge fundraising program! With your help, we can spread the word more widely and maximize donations during the 6-week Giving Period.



**Giving Period:** June 13 – July 25, 2025  
Event Day: Saturday, July 19, from 9 am to noon at the Driggs City Park

### Maximize Social Media Exposure:

- Use Tin Cup [Canva Templates](#) to create at least one post to share with the Foundation to post on your behalf. Send to [cvitucci@cftetonvalley.org](mailto:cvitucci@cftetonvalley.org) along with a quote, if you like.
- Add your logo, brand colors, and photos featuring your own compelling images that illustrate your mission in action, conveying the impact of your organization within Teton Valley. Share your successes and passion!
- Share across your social media platforms, in newsletters, on your website, at events, with direct solicitations, and in your email signature for continuity and brand awareness.
- Add a compelling quote, antidote, statistic, or short story to posts.
- Add photos and quick videos to your stories to give followers a behind-the-scenes glimpse of your organization at work.
- Consider videos, reels, or going live on-site.
- Follow and Tag Us:
  - **FB:** [@TetonValleyNonprofitHub](#)
  - **Instagram:** [@cftetonvalley](#)
  - **Linked-In:** [@community-foundation-of-teton-valley](#)
  - **YouTube:** [@communityfoundationofteton4347](#)
- Shared Hashtags:  
*#tincupchallenge #tetonvalley #challengersmakeitpossible #communitycounts #tetonvalleystrong #communitygiving #communityspirit #supportnonprofits #givetoday #flattinny*
- Use a scheduler to post in advance, manage your campaigns, and save time.
- Encourage board members, staff, and supporters to follow your organization and share their support to help raise awareness across our community. You should also invite them to run with you on Event Day! Use [readymade posts](#) to announce the Giving Period & Event Day.
- Point donors and runners to [www.TinCupChallenge.org!](#)

### Sample Language:

- *We're thrilled to be participating in the 18<sup>th</sup> Annual Tin Cup Challenge! Visit [www.TinCupChallenge.org](#) to donate directly to \_\_\_\_\_ today.*
- *Organizations receive 100% of all designated gifts, plus a partial Match Grant from the Community Foundation of Teton Valley.*
- *Run a series of Tin Cup Program Spotlights to highlight your organization's services and impact within the community.*
- *Share a "Top 10 " or "Top 3 List" – successes, challenges, volunteers, etc.*
- *With a partial Match from Challengers, your gift goes further today – donate at [www.TinCupChallenge.org](#).*
- *Tin Cup donations allow us to focus on our mission to \_\_\_\_\_. Support us directly at [www.TinCupChallenge.org](#).*
- *Community Counts! Participate with a donation of any size to be counted in this year's Tin Cup Challenge! Give directly to \_\_\_\_\_ at [www.TinCupChallenge.org](#).*
- *Give today to have your donation partially Matched! No gift is too small to make a difference – [www.TinCupChallenge.org](#). #communitycounts*
- *Join us to celebrate Teton Valley's hard-working nonprofits and community generosity on Event Day – Saturday, July 19, at the Driggs City Park from 9 a.m. to noon. Register to run in the 5K, 10K, or Fun Run/Walk. Enjoy nonprofit booths, activities, and information, along with complimentary snacks and beverages. [www.TinCupChallenge.org](#).*
- *Run with us on Event Day – always the 3<sup>d</sup> Saturday in July! [www.TinCupChallenge.org](#)*

### Flat Tinny:

- Available with the logos in the [Media Kit](#).
- Use Flat Tinny to help showcase your nonprofit's work, services, and mission.
- Tell a story, have an adventure, highlight something behind the scenes.
- Share Flat Tinny photos in your newsletter and on social media.
- Tag the Community Foundation and #flattinny so we can all follow along and share your posts.

### Tin Cup Logo:

- Available in the [Media Kit](#) – color, b/w, print, web, etc.

### Donor Form:

- Add your organization to the first available line in the Donor Form for direct solicitations or events.
- Contributions on behalf of participating organizations must be accompanied by an official Donor Form with payment made directly to the Community Foundation of Teton Valley.
- Add your organization's name to the Donor Form in the first available line.
- Do not adjust document size. Print at actual size or 100%.
- Cut Donor Form down to size for submission, any other size will delay donation processing.

[Booth Guidelines](#) with [Form](#) due Thursday, June 5, 5:00 pm.

### Additional Notes:

- The Foundation solicits gifts for all participating organizations with a box mailer to all Teton County, ID and Alta, WY residents and continues to market the campaign over the entire Giving Period. In response to donor concerns regarding waste and expense, please do not mail additional brochures or Donor Forms to Teton Valley residents.
- The Teton Geo Center 24-hour lobby has wonderful displays and bulletin boards dedicated to nonprofit literature and notices. Be sure to take advantage!

**Be creative and have fun!**

[\(Edit\)](#)

Newsletter

Email \*

Name \*

First

Last

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Success!

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## Tin Cup Business Challengers



### Contact Us

189 N. Main St., Ste. 112  
P.O. Box 1523  
Driggs, ID 83422  
**208-354-0230**  
[info@cftetonvalley.org](mailto:info@cftetonvalley.org)

### About Us

The Community Foundation of Teton Valley works to elevate lives through the power of generosity by championing the nonprofit sector, empowering donors, promoting a culture of giving, and serving as a catalyst in addressing critical community needs.

[Media Kit](#)

### Stay Connected

