

2025



Mandatory Marketing Meeting

Event Day (2024)



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, encourage early giving, expand participation, and prepare your campaign.
- Ask!



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 between **9 a.m. on June 13 and 5 p.m. on July 25, 2025.**

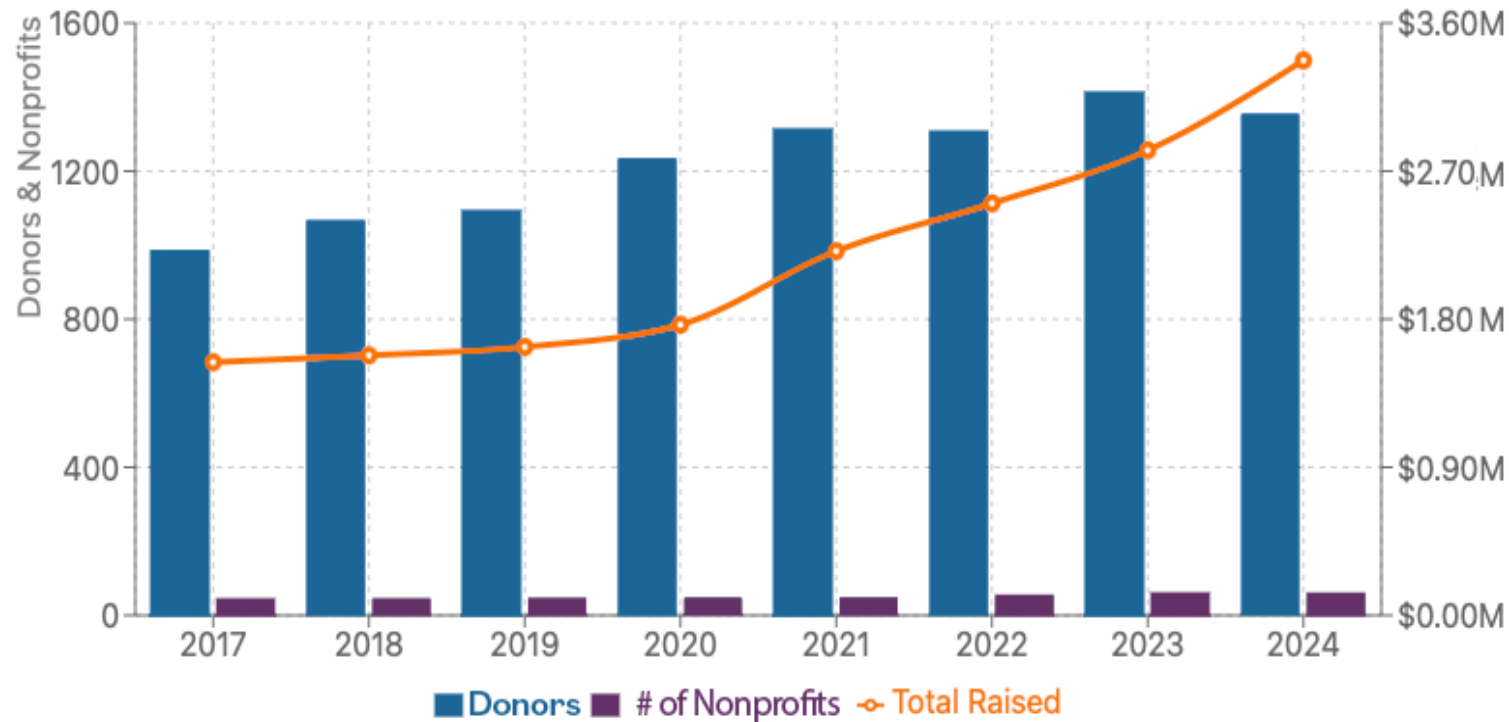


Why is the Tin Cup Challenge Important?

- 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?



Collaborative Fundraising & Outreach!

In this partnership, the Community Foundation manages all administrative tasks—including profiling, accounting, depositing, and tax receipts—allowing you to concentrate on your mission as funds grow!



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 has been 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 Match
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...



64 nonprofits

$64 \times 2 = 128$

$128 \times 2 = 256$

★ $256 \times 2 = 512$

$512 \times 2 = 1,024$

Donors

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

2025 Tin Cup Resources

- [2025 Marketing Guide](#)
 - Canva Templates
 - Foundation Handles
 - Hashtags
 - Shared & Sample Posts
- [Social Media Graphics](#)
- [Donor Form](#)
- [Logos](#)
- [Flat Tinny](#)
- [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!

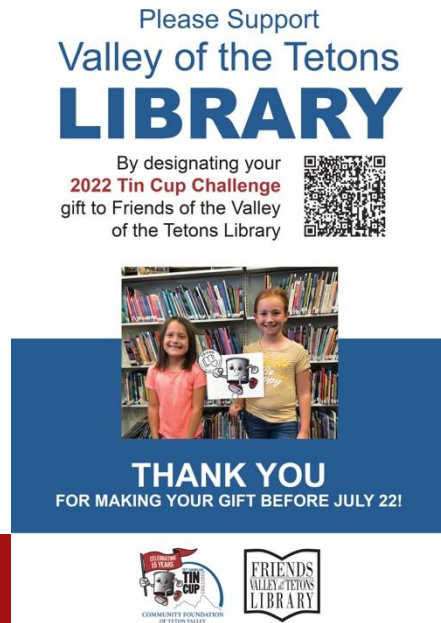


[Download.png](#)



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



Workshops & Events

Communications & Development Roundtable

Wednesday, May 21

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

Communications & Development Roundtable

"How To" on Gift Reporting & Thank You's

Wednesday, August 20

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

Being an Effective Board Member

Tuesday, May 20

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

E.D. Exchange – June

Wednesday, June 11

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

Outreach & Ideas

Ask!

- Engage in one-on-one conversations with larger donors.
- Send direct mail or letters to your constituents.
 - *The Foundation distributes a brochure to every household in Teton Valley, Idaho, and Alta, Wyoming. Additional Tin Cup box mailers are not allowed.*
- Provide 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 or emails.
- Recognition in annual reports, websites, newsletters, social media, newspapers, etc.
- What does your organization do to promote awareness and retain donors?
- How can you expand your outreach this year?



Goal:

1,800 donors in honor of our 18th 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!



Give Five in 2025!

- #1 Pick 5 of your favorite Nonprofits
- #2 Give \$5, \$25, \$50 or more!
- #3 Your gift will be partially MATCHED
- #4 Ask 5 friends to do the same!
- #5 Register to Run 5K, 10K or Fun Run/Walk

TinCupChallenge.org



DONATE NOW



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

1st Place

\$200

2nd Place

\$100

3rd 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?

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](#)

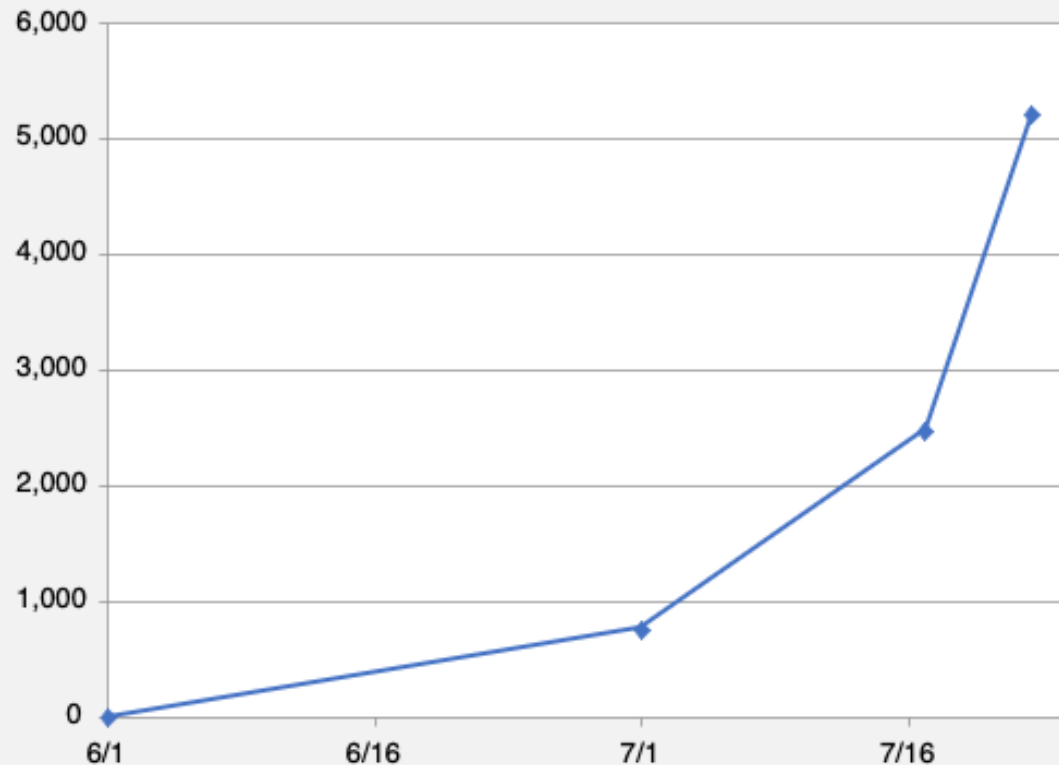
Submission Deadline: 5 pm, Thursday, June 5

Numbers & Timing

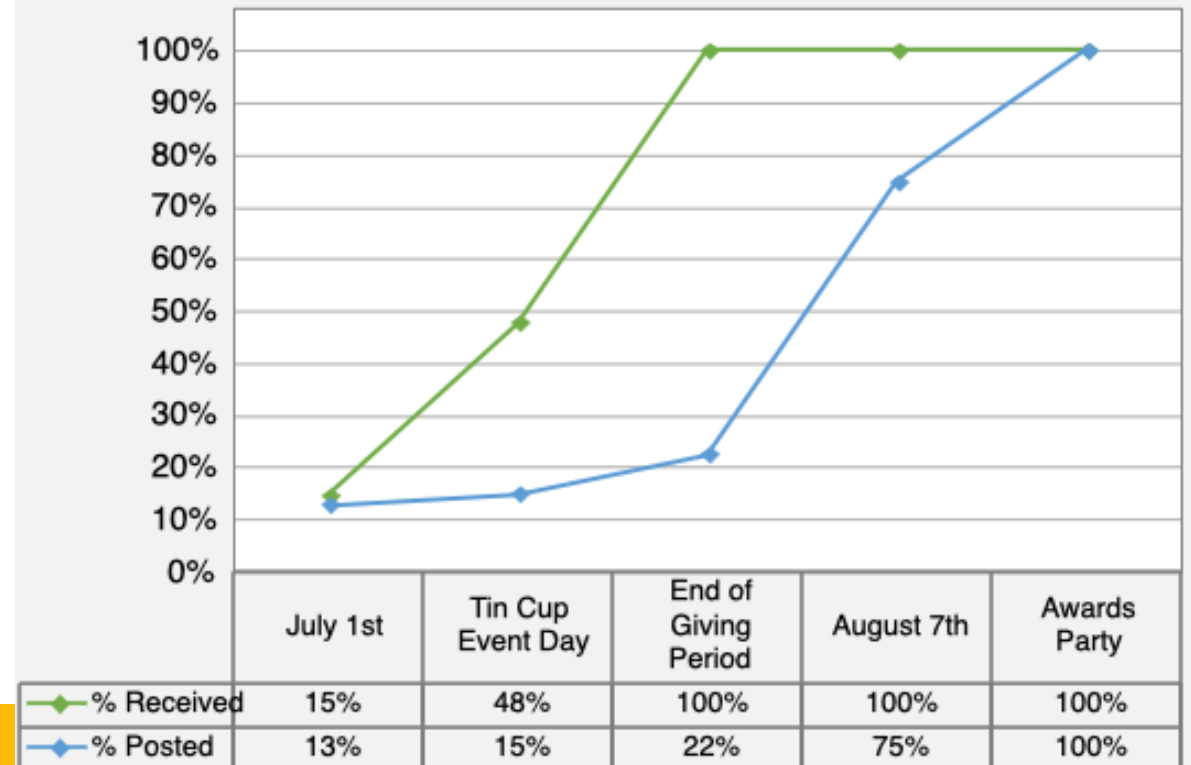
Encourage early giving! Typically, **50%** of gifts come in after Event Day, during the **last** week of giving.

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 2.4% processing fee will be charged for credit card donations.
- **Give by Stock, Wire, or Donor-Advised Fund**
Forms are available online.

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 Fridays 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:

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



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