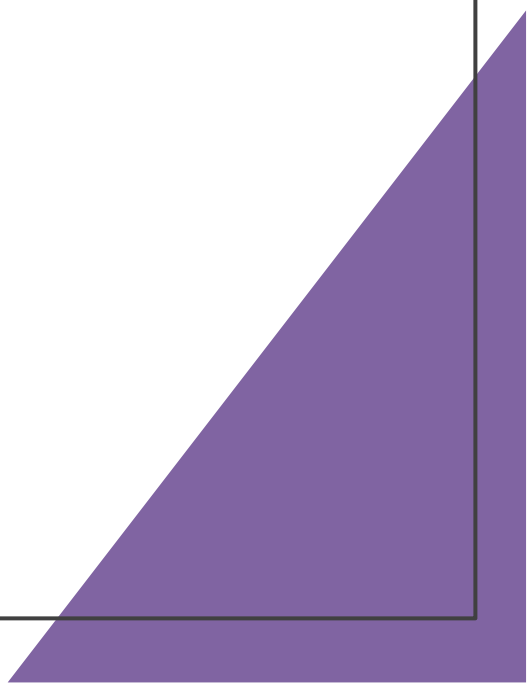




San Diego Gives 2025

Marketing Toolkit Overview –
Day of Giving: September 9,
2025


Key Campaign Dates & Timeline

- July 15 – Begin early outreach to donors & sponsors
 - August 1 – Start pre-launch promotion
 - August 19 – Full campaign kickoff
 - September 2- External media outreach cutoff
 - September 9 – San Diego Gives Day of Giving
 - September 10–13 – Thank you campaign & stewardship
- 

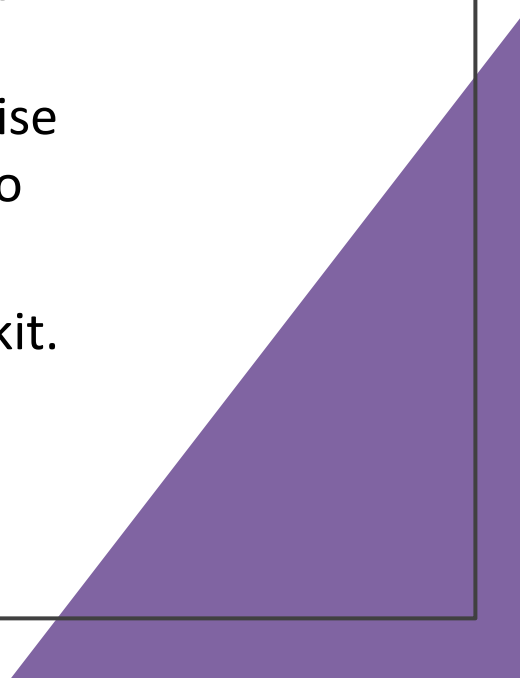
Background

San Diego Gives is a year-round program that promotes nonprofit sustainability and donor education. In 2025, efforts culminate in an online, region-wide Day of Giving on September 9th.

Now in its fifth year, the program shines a light on local pressing needs and the impactful responses of our nonprofit community via robust communications, an interactive website, volunteer opportunities, and an online crowdfunding campaign. All funds raised remain in San Diego to bolster our region. Last year, \$723,000 was raised for 180 nonprofits and thousands of donors were engaged, with many making first-time gifts.



Media Guidelines for Participating Nonprofits

- We are thrilled to announce our partnership with Scatena Daniels Communications for San Diego Gives 2025! Scatena Daniels, a leading public relations firm in San Diego, brings their expertise and passion for community-driven initiatives to amplify our campaign's impact.
 - Media guidelines are included within this toolkit.
- 

Why This Matters

- We're all excited to share the good work we do—but when it comes to media, it's important that our messaging is coordinated, consistent, and timely.
- This guide helps us work together to represent San Diego Gives in the best light possible.



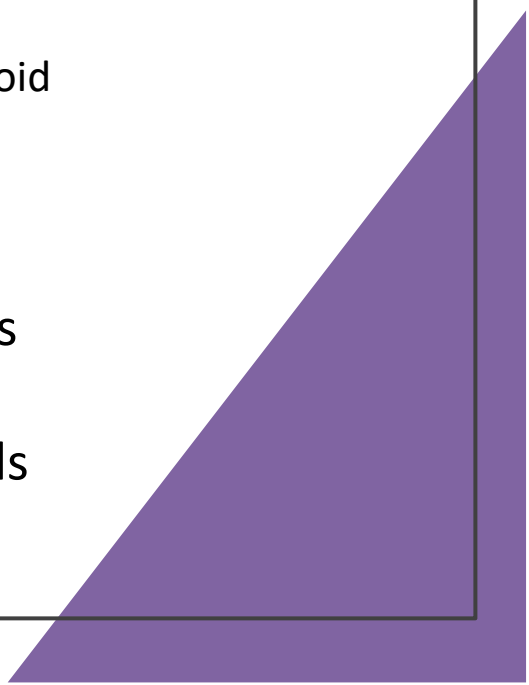
Your PR Contact

- Connor Christiansen – Scatena Daniels Communications
- Email: connor@scatenadaniels.com
- Phone: 760-470-0943 (Text OK)

If You Get a Media Inquiry

- Step 1: Alert the PR team within 2 hours. Forward all info to Connor.
- Step 2: If it's a phone call:
 - Get reporter's name, outlet, deadline, and nature of request.
 - Say: "All media requests go through the PR firm representing San Diego Gives. I'll have someone get back to you shortly."
- Step 3: Forward any emails or DMs to Connor immediately. PR team will follow up directly.

Planning Your Own Outreach?

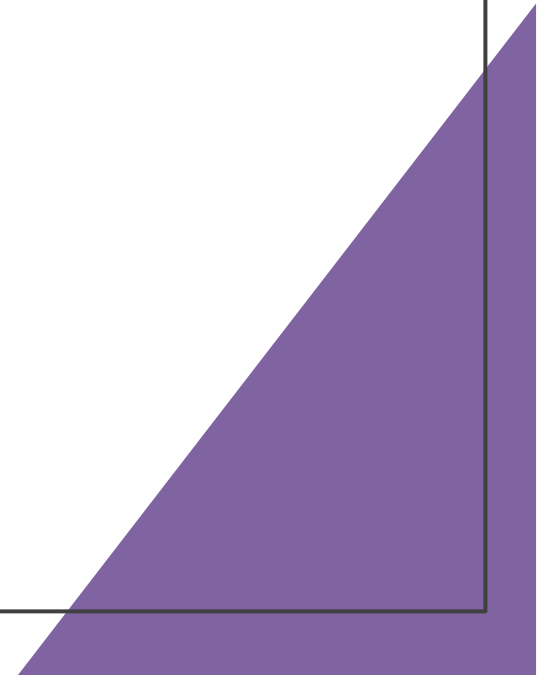
- Let us know first—we'd love to collaborate!
 - CC Connor on all media outreach: emails, press releases, interviews, etc.
 - This is simply to ensure consistent messaging and avoid over-pitching the same media contacts
 - Do not send materials with 'San Diego Gives' branding without review.
 - Send all materials to Connor (allow 1–2 business days).
 - Pause your outreach by Sept. 2—Scatena Daniels will take over from there.
- 

A Few Important Reminders

- You cannot speak on behalf of San Diego Gives without approval.
- You can speak for your own organization—just let us know.
- In a crisis/emergency, do not talk to media. Scatena Daniels will respond.

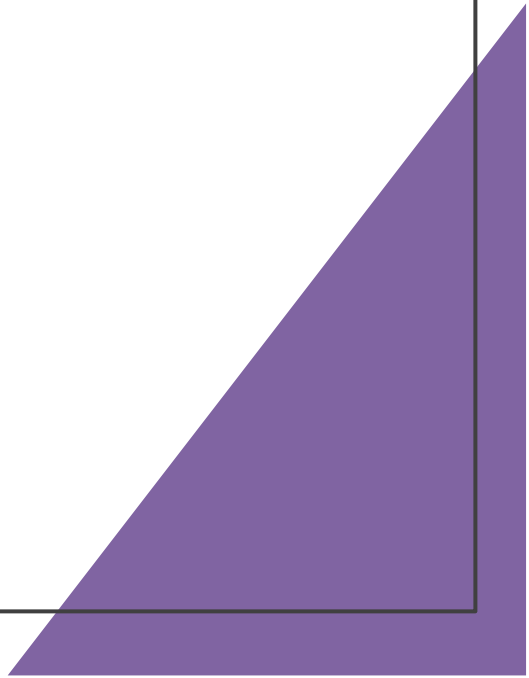
Working Together

- These guidelines help us present a united voice and amplify our collective impact.
- Thank you for helping make San Diego Gives a success!



Email Template Overview

- Email Template for Participating Organizations
- Purpose
 - To ensure consistent media outreach and communications
 - Please CC Connor Christiansen (Scatena Daniels) to help address any questions.



Branding & Visual Assets

- Official San Diego Gives logos (all formats)

Can be found at can be found at
<https://ncphilanthropy.org/sd-gives-marketing-kit/>

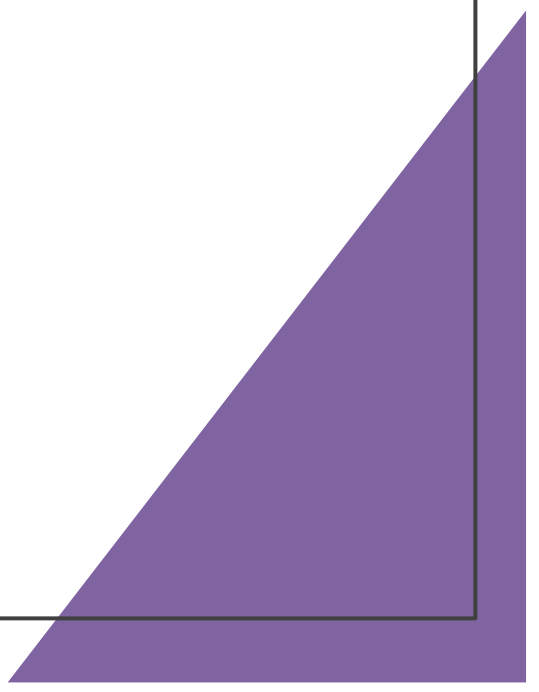


Sample Copy & Messaging

- Website blurbs and homepage banners
- Email templates: Save the Date, Final Push, Thank You
- Social media captions for countdowns, spotlights, appeals
- Customizable press release template

All of the above can be found at
<https://ncphilanthropy.org/sd-gives-marketing-kit/>

Email Campaigns

- Mailchimp/Constant Contact-friendly templates can be found at <https://ncphilanthropy.org/sd-gives-marketing-kit/>
 - Segmented outreach: general, major donors, volunteers
 - Calls-to-action and employer matching prompts
- 

Talking Points & FAQs

- Why San Diego Gives matters

San Diego Gives matters because it unites our region in a powerful show of local generosity and community pride. By highlighting and supporting the work of San Diego-based nonprofits, the campaign keeps donations local, strengthens organizations doing vital work, and builds a culture of giving that uplifts every corner of our community. It's not just about raising funds—it's about investing in the place we all call home.



Talking Points & FAQs

- How to speak with donors & community members

When speaking with donors and community members about San Diego Gives, focus on its local impact and collective spirit. Explain that it's a countywide movement to support San Diego-based nonprofits doing essential work in our own neighborhoods. Emphasize that every donation stays local, directly benefiting causes they care about. Invite them to be part of something bigger—a day where generosity fuels real change right here at home.



Talking Points & FAQs

- Key FAQ's

1. What is San Diego Gives?

San Diego Gives is a countywide fundraising campaign that shines a light on local nonprofits and encourages San Diegans to give where they live.

2. When is the Day of Giving?

The 2025 Day of Giving is on Tuesday, September 9.

3. Who can participate?

Only verified 501(c)(3) nonprofits serving San Diego County are eligible to participate.



Talking Points & FAQs

- Key FAQ's cont.

4. Where does the money go?

All donations go directly to the nonprofit(s) chosen by the donor—no percentage is taken by San Diego Gives for operating expenses.

5. How can donors give?

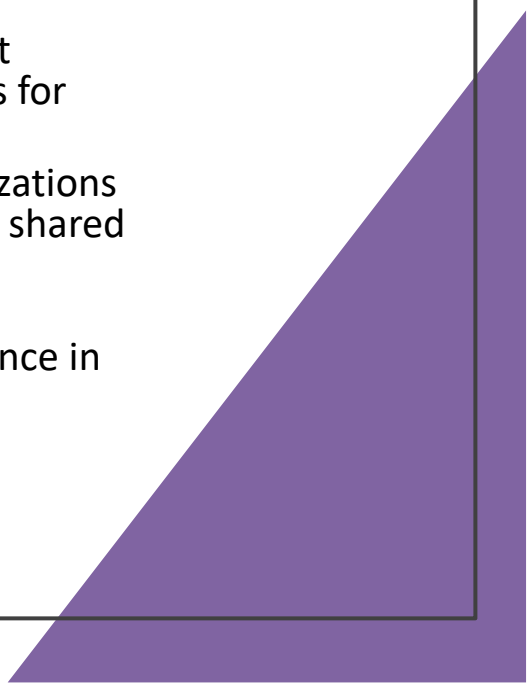
Donors can give through the San Diego Gives online platform on or before September 9.

6. Is San Diego Gives just one day?

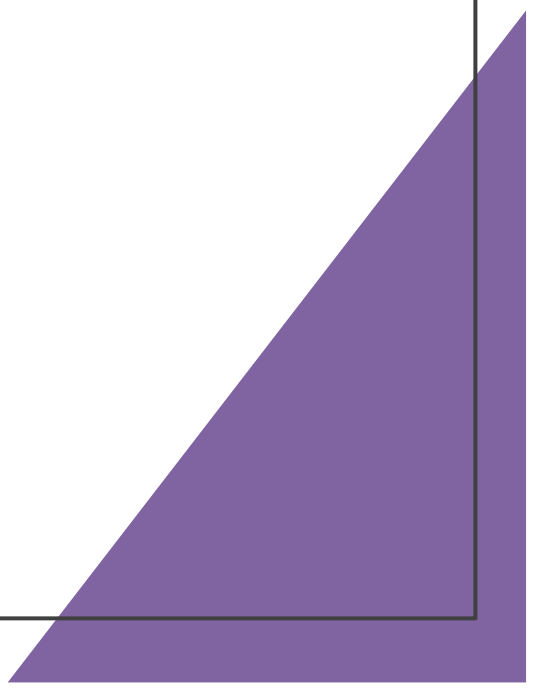
While the Day of Giving is September 9, the campaign includes months of storytelling, education, and engagement leading up to the big day.

Talking Points & FAQs

- **Impact Talking Points**

- 100% Local Impact: Every dollar donated supports nonprofits working right here in San Diego County.
 - Strength in Numbers: In 2024, over 180 nonprofits participated, raising more than \$720,000 to power local missions.
 - Collaborative Power: San Diego Gives strengthens nonprofit visibility, encourages donor trust, and creates opportunities for cross-sector collaboration.
 - Year-Round Value: Beyond fundraising, participating organizations benefit from educational workshops, peer networking, and shared marketing tools.
 - Community Connection: San Diego Gives fosters a sense of belonging and empowers residents to make a direct difference in their own neighborhoods.
- 

Campaign Readiness Checklist

- Do you have a dedicated SD Gives webpage?
 - Matching gift partner secured?
 - Staff & board briefed and ready?
 - Content scheduled through Sept 9?
 - Thank-you plan in place?
- 

Donor Platforms

A donor platform provides a central, secure, and user-friendly space for supporters to learn about your mission and make donations with ease.

It allows you to:

- track donor engagement
- share impact stories
- collect valuable data for future outreach.

A good platform also builds trust by offering a professional experience, helping you reach more people and raise more funds—faster and more effectively.

Simply put, it turns interest into action.

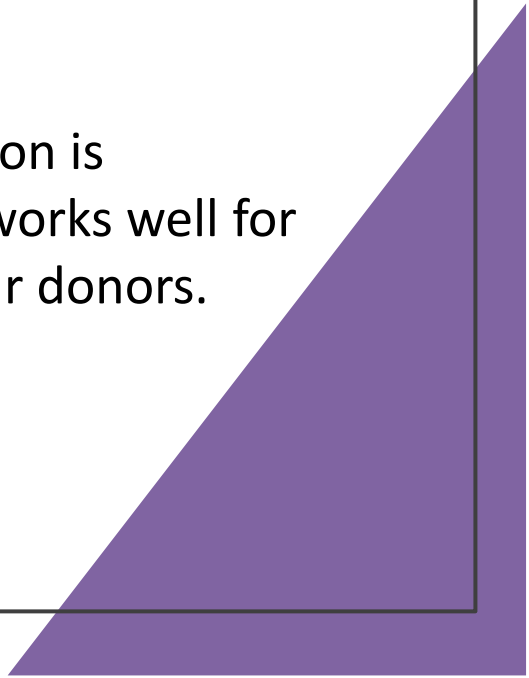


Donor Platforms

NCPC and the San Diego Gives team are recommending the use of Spotlight as the preferred donor platform.

Spotlight is designed to support crowdfunding-style campaigns and offers tools that make it easy to tell your story, engage supporters, and track your fundraising progress.

You are welcome to use any platform your organization is currently using—the most important thing is that it works well for you and provides a smooth giving experience for your donors.



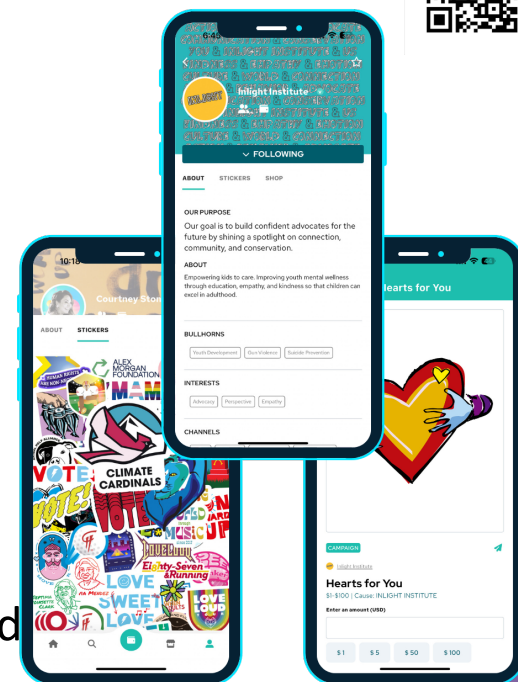
Donor Platforms

SPOTLIGHT



How to Get Started on Spotlight

1. Download the [Spotlight App](#) (iOS or Android)
2. Create a Personal Profile
3. Search for Your Nonprofit by name or EIN in the Explore tab
4. Request to Claim Your Page - it's free!
5. Customize Your Profile with campaigns, stickers, and stories
6. Start Receiving Donations - and even sponsor others with our *First Dollar* program

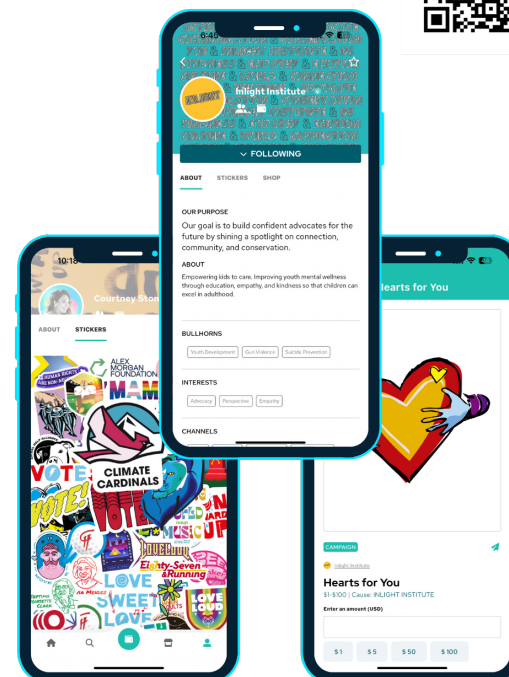


Donor Platforms

Spotlight is built for modern giving - gamified and community-powered. Perfect for micro-donors, digital campaigns, and everyday generosity.

- **Free Tools** – Just a standard 2.9% donation processing fee (no subscriptions)
- **Embeddable Sticker Shop** – For shareable stickers & digital collectibles
- **Giving Wallets** – Supporters can save causes & give in one tap
- **Social CRM**– Track donors, see affiliates you share and amplify your campaigns
- **Mobile-First & Made for Gen Z** – Fast, joyful, and social by design

 **SPOTLIGHT**



Marketing Toolkit for Board Members

Getting your board involved in San Diego Gives can significantly strengthen your campaign and amplify your organization's reach.


Board members are not only ambassadors of your mission—they're trusted voices in the community with networks that can help increase visibility, drive donations, and build momentum.

Whether it's sharing your campaign on social media, making a personal gift, or reaching out to their contacts, encouraging board engagement turns your Day of Giving into a powerful, collective effort.



Marketing Toolkit for Board Members

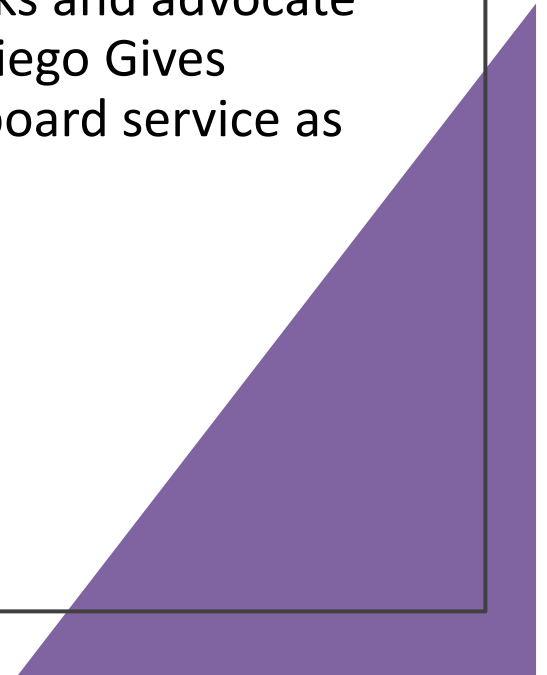
Potential actions you board members can take:

- Discuss San Diego Gives during your summer board meetings.
 - Include reminders in your board correspondence.
 - Assign board members light fundraising goals for the campaign.
 - Work with board members on their written pitches.
 - What else can you think of?
- 

Marketing Toolkit for Board Members

Objective:

Empower board members to leverage their networks and advocate for donations to your organization during the San Diego Gives fundraising campaign, showcasing their volunteer board service as a form of philanthropy.



Marketing Toolkit for Board Members

Introduction letter:

Dear [Board Member Name],

We're excited to share that [Organization Name] is once again participating in San Diego Gives, a countywide day of giving that celebrates and supports local nonprofits like ours. This year's event takes place on Monday, September 9, and we need your help to make it our most successful campaign yet.

As a valued board member, your voice and leadership make a big difference. Here are a few simple ways you can support our campaign:

- Make an early gift to help us build momentum
- Share our campaign with your personal and professional networks
- Post on social media using the San Diego Gives hashtag and campaign graphics
- Encourage others to give by highlighting why our mission matters

Your involvement shows our community that our leadership is fully behind this effort—and that makes a huge difference. Please let us know how you'd like to be involved, and don't hesitate to reach out with questions or ideas.

Marketing Toolkit for Board Members

Campaign Overview:

The San Diego Gives campaign aims to showcase the diverse faces of philanthropy and inspire others to join us in giving back to our community. As a valued member of our board, you play a crucial role in driving donations and spreading awareness of the San Diego Gives campaign.

Marketing Toolkit:

- Social Media Graphics:
 - Shareable graphics and messages are available to encourage your network to join you in supporting local nonprofits or a specific nonprofit important to you.
- Personalized Messages:
 - Craft personalized messages explaining why you're passionate about supporting the San Diego Gives campaign and how donations can make a difference in the lives of San Diegans. Share these messages via email, social media, or personal conversations with your contacts.

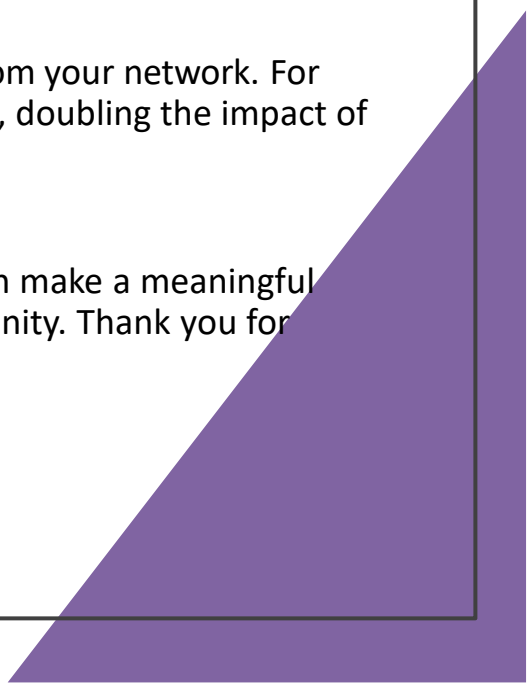
Marketing Toolkit for Board Members

Marketing Toolkit cont.

- Fundraising Events:
Host virtual or in-person fundraising events to engage your network and encourage donations. You could organize a virtual happy hour, a charity run, or a community service project to raise funds and awareness for the campaign.
- Matching Gifts:
 - Consider offering a matching gift challenge to incentivize donations from your network. For example, you could pledge to match donations up to a certain amount, doubling the impact of each contribution.

Conclusion:

Your involvement in the campaign is invaluable to our success. Together, we can make a meaningful difference in the lives of those in need and strengthen the fabric of our community. Thank you for your continued support and dedication to our mission.



Marketing Toolkit for Board Members

Board Letters- Introduction

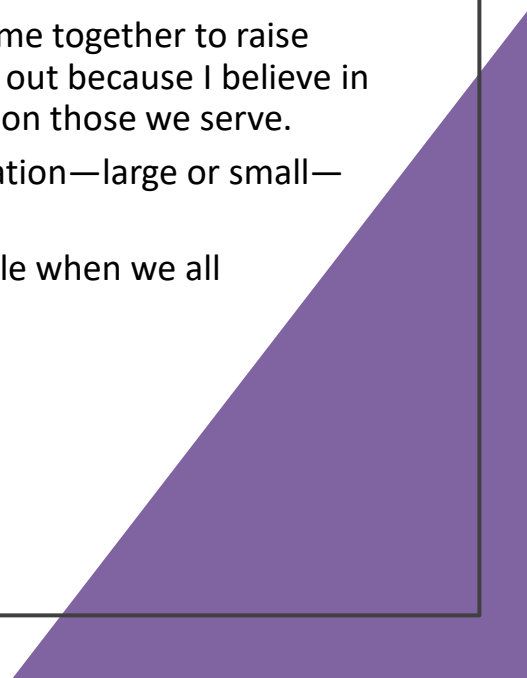
Dear Friends,

I'm proud to share that I'm serving on the board of [Organization Name], and this year, we're participating in San Diego Gives—a regional campaign that supports nonprofits making a difference right here in our community.

On Tuesday, September 9, hundreds of San Diego-based organizations will come together to raise awareness and support for the vital work we're doing every day. I'm reaching out because I believe in the mission of [Organization Name], and I've seen firsthand the impact it has on those we serve.

I invite you to join me in supporting our San Diego Gives campaign. Your donation—large or small—helps us [insert a short statement about impact]

Thank you for being part of a community that cares. Let's show what's possible when we all come together to give where we live.



Marketing Toolkit for Board Members

Board Letters- Call to action

Dear [Supporter's Name],

We're excited to be part of San Diego Gives—a powerful, one-day campaign on Tuesday, September 9, that brings together local nonprofits and generous community members to create meaningful change right here in San Diego County.

[Organization Name] is proud to participate again this year, and we're calling on our supporters—you—to help us reach our goal and grow our impact.

Here's how you can make a difference:

- Donate on or before September 9 at [Insert Donation Link]
- Share our campaign with your friends, family, and networks
- Follow us on social media and help spread the word using #SanDiegoGives
- Tell your story—why you support [Organization Name]—and inspire others to do the same

Your support ensures that we can continue [insert 1-sentence impact statement].

This campaign is more than a fundraiser—it's a celebration of local generosity and the power of community. Please join us and be a part of something bigger.

Together, we give where we live.



Marketing Toolkit for Board Members

Board Letters- Last Call

Dear [Supporter's Name],

Today is San Diego Gives Day — and this is your last chance to be part of something truly powerful.

We're so grateful to everyone who has supported [Organization Name] so far, and we're making one final call to those who haven't yet joined us.

Your gift today helps us [insert impact statement]. Every donation—large or small—makes a difference. And when we come together as a community, our collective impact is remarkable.

Donate now: [Insert donation link]

Share our campaign:

Help us reach others who care about local impact

Be part of something bigger: Join hundreds of San Diegans giving where they live.

Let's finish strong and show what's possible when our community rallies around local causes.

Thank you for being part of this movement!

