

Website Blogs & News

1. **Blogs** (*free member benefit*)

a) **Featured Charity Blog:**

Donor-focused blog to promote your charity's services and impact to potential donors.

b) **Making Impact Blog:**

Blog featuring staff behind your charity's impact. Whether it's the brains behind your nonprofit's marketing, the person traveling around to represent you at charity fairs or providing your service to those in need, or the person crunching the numbers making sure you're raising enough money to make an impact – we want to give our readers a behind-the-scenes look at all the work that is required in order to provide charitable services and make impact happen.

c) **Good Impressions Blog:**

Social Responsibility blog featuring collaborative partnerships between your charity and a business. This is a great way to show appreciation for a business partner by giving them publicity for their community impact. It's also a great way to gain exposure to the business community, if you are interested in forming new business partnerships and raising awareness about your charity's work.

2. **News** (*free member benefit*)

A. **News Stories About Your Charity:**

When your organization is featured in the news, or when you write an article or blog post on your website – let us know so we can help distribute that news. America's Charities will post part of your article/blog post on our website as a "News Story" and place a "Continue Reading" link with that story directing our readers to your website. This is our way of helping amplify your nonprofit's voice online, and also another way to connect potential donors to your cause.

3. **Newsletter:** (*free member benefit*)

With the purpose of helping individuals become more informed nonprofit supporters and donors, this newsletter delivers the latest charity news, research, stories of impact and success, and event information to subscribers via our new Charity Newsletter.

Social Media Platforms

4. **Social Media Platforms** (*free member benefit*)

America's Charities utilizes a variety of social platforms to share information about our work, as well as our member charities' news and impact. The networks we primarily use include:

- Facebook (target audience: donors)
- Twitter (target audience: donors and corporate philanthropy professionals)
- LinkedIn (target audience: donors and corporate philanthropy professionals)
- YouTube (target audience: nonprofits, donors and corporate philanthropy professionals)
- Google+ (target audience: donors and corporate philanthropy professionals)
- Pinterest (target audience: donors)

PledgeFirst Charity Dollars@Work Stories

5. Charity Dollars@Work Stories *(free member benefit)*

PledgeFirst is the online giving platform that America's Charities uses to manage corporate clients' workplace giving programs. This is where employee donors go to pledge a portion of their annual paycheck to be donated to specific charities via payroll deduction. When employees enter their workplace giving site on PledgeFirst they are exposed to "Charity Dollars @Work Stories" where we feature our member's stories of success and impact in an effort to encourage donors to give to you. This is one of the closest touch points you can have with a potential donor before they make a decision about which charities to support.

Submit a Story to us:

Anytime during the year, you can send us a story that you'd like us to use for this platform (stories are most viewed September – December). Your story can be as simple as just a paragraph or two, or can also include a video or photo. We can also place a link back to your website within the story. To submit your story, email it to marcom@charities.org and place "Charity Dollars@Work Story" in the subject line.

Annual Cooperative Fall Advertising Campaign for Members

6. Fall Advertising Campaign *(different ad packages available for every budget)*

Each year, America's Charities purchases a mix of print and digital ad space in bulk and offers that space to our members at a fraction of the cost. This enables us to elevate America's Charities and our members' brands in the private and public sector, and engage potential donors during the peak giving season. And it helps your organization afford advertising in mediums you otherwise wouldn't be able to fit within your budget. New advertising options are offered each year as we like to try new things and stick with what we know works. Our 2014 ad packages included D.C. Metrorail, SmartGrid mobile advertising, Washington Post Express, and exposure on several Federal and Military Times websites and publications. When creating these packages, we try to integrate mediums that will reach both public and private sector employee donors, with a heavy focus on helping you reach Federal donors.

Pricing may change slightly year to year depending on elements included in each package, but typically are offered within the price ranges we used in the 2014 advertising packages which you can view here: <https://www.charities.org/advertising>

Your Charity Profile

When people search for charities on our website and click on your charity, they will see your charity profile. All members have their own charity profile, which can be customized with whatever content you would like displayed. Below are the different content pieces and ways we promote you via your profile. To change any of this, email Marcom@charities.org and our marketing team will assist you.

A. Charity Logo
Displayed on charity profile and on the charity search page.

B. Photo/Video
We can place a photo or video of your choice here to put a face to those you help and services you provide.

C. Fact/Statistic
Meant to be very short and to the point. This is used to highlight key services you deliver, or catch the audience's attention with an interesting fact or statistic about your impact.

D. Social Media, Website Link, and Charity Identification #'s:
This is used to connect audience directly to you on your social platforms and website, and make it easier for them to support you in private sector and CFC by listing your ID numbers.

E. Charity Bio & Impact:
This is intended to provide the audience with a brief overview of what you do and what kind of impact you have. Recommend 3 paragraphs max.

F. News & Blog Posts:
Used throughout the year to engage donors and show them what you're doing, this gives the donor and idea of how their support will help your charity. The news and blog posts published here will also show up in our overall website newsfeed, but news posted on this page will specifically be about you (no other charity).

G. Tools & Resources:
The purpose of this to provide donors quick and easy access to documents and links on your site, such as your blog, newsletter signup, annual report, or interesting studies you've published.

H. Contact Info:
This displays a map of where your headquarters is located and your address, along with an email and/or phone number the donor can use to contact you.

The screenshot shows the America's Charities website. Callout letters are placed over the page as follows:

- A:** Points to the America's Charities logo at the top left.
- B:** Points to a photo of two people at a table.
- C:** Points to a text block describing the organization's mission.
- D:** Points to the social media icons and EIN/CFC number.
- E:** Points to the main body text of the charity bio.
- F:** Points to a news/blog post titled "America's Charities Appoints Kimberly Young as Director, Business Development".
- G:** Points to the "Tools & Research" tab in the navigation bar.
- H:** Points to the "Contact Info" tab in the navigation bar.

Member Portal

America's Charities' Member Portal is a member-only resource center where you can:

- Read News & Announcements Important for Members to Know About
- Find Quick Links to the Membership Application, Reports, Calendar, & Staff Contacts
- Access JPEG, EPS, and PNG formats of America's Charities logos to download for your charity's marketing purposes
- "Share a Story With Us": submit news and impact stories for us to post on our website to promote to donors. You can provide the copy you would like us to post verbatim, or simply share a link to the story as it is posted on your site and we will create a news story from that.

Visit the Member Portal at: www.charities.org/members

The screenshot displays the 'News Feed' section of the Member Portal. At the top, there is a navigation bar with four tabs: 'News', 'Resources', 'Membership Application', and 'Reports'. The main content area lists five news items, each with a date and a title. To the right of the news feed is a sidebar with four promotional tiles: 'Share a Story with Us' (featuring a woman), 'Staff Contacts' (featuring a man), '2014 Member Calendar' (featuring a calendar), and 'Download Federation Logos' (featuring the America's Charities logo).

News Feed

News **Resources** **Membership Application** **Reports**

December 9, 2014
Sign up Now! 2015 Blogs & Other Marketing Opportunities

December 9, 2014
Giving Tuesday 2014 Results

November 12, 2014
Let America's Charities Promote Your #GivingTuesday Initiative

November 12, 2014
How to Turn Black Friday & Cyber Monday Shopping into An Act of Giving

October 21, 2014
Be Part of the Overhead Solution

Share a Story with Us

Staff Contacts

2014 Member Calendar

Download Federation Logos

America's Charities®

Member Email List

In addition to posting important member news and announcements on the Member Portal, we also distribute important information using our member email list. Those emails are sent to the person from your organization who is designated as the primary “Rep” or “Alternative Rep” with whom America’s Charities should communicate. If you are not receiving emails from us, but would like to be included, email Sarah Ford at sford@charities.org.

