SOCIAL MEDIA & MARKETING KIT

To help you field more reviews, GreatNonprofits is publishing this comprehensive Marketing and Social Media Kit. Use this resource to get on the list or spread the word of your nonprofit’s stories of impact.
About GreatNonprofits:
With over 1.5 million nonprofits in the United States alone, how do you know how charities impact their local communities? GreatNonprofits offers a free, easy to use platform that allows nonprofits to share and hear the real stories of the community they serve, so that donors and volunteers can best determine where to spend their time and money. GreatNonprofits is the Yelp of nonprofits, currently serving over 16,000 nonprofits and nearly 200,000 online reviews.

About the GreatNonprofits Top-Rated Awards
Every year GreatNonprofits runs an annual awards program. Think of it like the People’s Choice awards where the community you serve, plus your donors, volunteers and board members can write reviews to show their support for what you are doing. Nonprofits that maintain a 4 or 5 star average and have over 10 reviews during the annual awards program are eligible to be top rated. The program typically runs from April to October. Check GreatNonprofits.org to learn more. And see the past winners here: http://greatnonprofits.org/awards/browse

How can you get started?
❖ If you’re new to GreatNonprofits.org, claim your profile and get started
❖ If you’d like to be Top-Rated, use our kit to start collecting reviews
❖ If you’re already Top Rated, spread the word with our Social Media & Marketing Toolkit
NEW TO GREATNONPROFITS
THEN CLAIM YOUR PROFILE.

STEPS TO GET STARTED:
1. Go to Greatnonprofits.org and search for your profile:
2. Claim your profile by clicking the “Staff: Claim Org Button”
3. Complete your free profile and invite your followers to write a review; reviews will appear on GreatNonprofits.org and will be syndicated to GuideStar among others, so you’ll boost your visibility
STEP 2: Claim your organization.

ORGANIZATION FOR RESPONSIBLE CARE OF ANIMALS Overview

Mission: ORCA’s primary goal is to rescue any ill or injured, or in distress animal, stray or abandoned in Lancaster County, PA and to provide, on our Animal Alert Hotline, 717-297-4340, 24/7, 365 days a year.

Profile:
610 N Lime St
Lancaster
17602
USA
Website

Staff: Claim Org  Add to my favorites

STEP 3: Complete your profile.

Add:
Logos
Website
Social sites

Add:
Your mission statement

Invite Reviews

Add Photos
Videos

Add Impact statements
TIPS FOR COLLECTING REVIEWS

USE THESE IDEAS

• From your profile on greatnonprofits.org invite reviews (see screenshot below), or...
• Use our online samples below to invite reviews

When inviting reviews from your profile page:
1. Click the email icon to invite reviews by email: a window will pop up with a pre-populated email you can send
2. Click the Facebook icon and a post will pop up with your logo and a brief description
3. Invite reviews via Twitter and we’ll automatically post a message to invite reviews
RE vedere, CONTINUED

Conversely, you can use the message below to drive reviews if you want to post directly from your social media pages or via email.

SAMPLE TWEETS

Help us spread the word about our commitment to our mission!
Write a review about your experience with us on @GreatNonprofits: URL for your organization’s profile on GreatNonprofits

What are people saying about us? Check out our organization’s reviews on @GreatNonprofits and join in: URL for your organization’s profile on GreatNonprofits

Help us get a <insert year> @GreatNonprofits Top-Rated Award, write a review of your experience with us. URL for your organization’s profile on GreatNonprofits

Nominate us for the @GreatNonprofits Top-Rated List! <Insert your profile page>

Hey Volunteers! Review us for the GreatNopprofits Top-Rated List! <Insert your profile page>

Note: Tweets are limited to 140 characters. If the URL makes your tweet too long, shorten it at http://bit.ly or tinyURL. The shortened URL will still link to your profile on GreatNonprofits.
SAMPLE FACEBOOK POSTS
Help us spread the word about our commitment to our mission by writing a review about your experience with us on GreatNonprofits: URL. Your honest feedback is critical to our continuing our good work and working on the obstacles that stand in the way of achieving success.

What are people saying about us? Check out our organization’s reviews on GreatNonprofits to get insight from people who have worked with us firsthand, then join the conversation by adding your own review: URL. Your honest feedback is critical to continuing our good work and working on the obstacles that stand in the way of our achieving success.

Dear Friend,

If you love our work then tell the world! You have an opportunity to help us make even more of a difference in our community. GreatNonprofits – a review site like TripAdvisor – is honoring highly reviewed nonprofits with their <insert year> Top-Rated List. Won’t you help us raise visibility for our work by posting a review of your experience with us? All reviews will be visible to potential donors and volunteers. It’s easy and only takes 3 minutes! Go to (insert your GreatNonprofits profile page here) to get started!

Sincerely,

Your Name
Your Organization
CUSTOMIZED BADGES
EASILY ADD BADGES TO YOUR SITE

- Download a personalized badge from your organizations page on greatnonprofits.org
- Copy code (select from four colors) and embed on your is
ALREADY, TOP RATED.
THEN SPREAD THE WORD.

STEPS TO GET STARTED:

1. Check the GreatNonprofits Top-Rated page or your profile page to see if you’re listed. Find your status here:
   a. http://greatnonprofits.org/awards/browse, or on
   b. Your profile page

2. Make sure your GreatNonprofits profile page is up to date with current images, your logo, videos, and links to donations.

3. Spread the word using our social media templates.

TWO PLACES TO CHECK YOUR STATUS:

2013 Top Rated Page

Your Profile Page

If you have a top-rated badge on your GNP profile page, you’ll be listed on the #GivingTuesday Guide.
On Facebook, Twitter & Other Social Media

1. Upload the Top-Rated badge (can be found on your page)
2. Add any pertinent details like whether you have a matching donation on that day
3. Write your post (see below)

Post if you’re on the list:
We’re proud to be listed on the @GreatNonprofits Top Rated Awards. Consider helping us by writing a review or giving a donation. http://bit.ly/19V4EGJ

Post to get on the list (see award details for when program ends; typically the program runs from April to October every year):
Help us get on the @GreatNonprofits Top-Rated List. Write-a-review today.

WRITE-A-REVIEW-URL:
http://greatnonprofits.org/reviews/write/YOUR-GREATNONPROFITS-SLUG
E.G, A GNP SLUG FOR BIG CAT RESCUE CORP WOULD BE big-cat-rescue-corp; to write a review, the URL would be:
http://greatnonprofits.org/reviews/write/big-cat-rescue-corp. You can get to that page by clicking your GreatNonprofits profile and then clicking write a review.
PUBLIC RELATIONS
If you are a current Top-Rated Award Winner, you can use this PR template.

For Immediate Release:

[Your Group's Name] HONORED AS <insert year> TOP-RATED NONPROFIT

New GreatNonprofits.org Award is based on Positive Online Reviews

[Your City], [Your State] (The Current Date) –[Your Group’s Name] announced today that it has been honored with a prestigious <insert year> Top-Rated Award by GreatNonprofits, the leading provider of user reviews about nonprofit organizations.

“We are excited to be named a Top-Rated <insert year> Nonprofit,” says [Your name, your title, your group’s name]. We are proud of our accomplishments this year, including [insert examples]. The Top-Rated Nonprofit award was based on the large number of positive reviews that [Your Group’s Name] received – reviews written by volunteers, donors and clients. People posted their personal experience with the nonprofit. For example, one person wrote, “[insert review excerpt].”

While the Top-Rated Awards run through the end of October, [Your Group’s Name] was part of the inaugural group to qualify for the year. In addition, we’ve been added to GreatNonprofits #GivingTuesday Guide—an interactive guide to top nonprofits throughout the years. See here [link to leaderboard].

“Savvy donors want to see the impact of their donations more than ever,” said Perla Ni, CEO of GreatNonprofits, “People with direct experience with [Your Group’s Name] have voted that the organization is making a real difference.”

Being on the Top-Rated list gives donors and volunteers more confidence that this is a credible organization. The reviews by volunteers, clients and other donors show the on-the-ground results of this nonprofit. This award is a form of recognition by the community.
About [Your Group’s Name]
[Insert Your Mission Statement]

About GreatNonprofits
GreatNonprofits is the leading site for donors and volunteers to find reviews and ratings of nonprofits. Reviews on the site influence 30 million donation decisions a year. Visit www.greatnonprofits.org for more information.

Media Contact
[your title] [your email] [your phone number]

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OTHER RESOURCES
TO TAKE ADVANTAGE OF.

HELP PAGES ON GREATNONPROFITS.ORG
1. http://greatnonprofits.org/welcome_how

GUIDEBOOKS FOR HOLIDAY READINESS:
1. #GivingTuesday Partner Toolkit: This is the official guide to get great input to share in social media and more. Be sure to download here: http://givingtuesday.org/resources-for-partners/
2. The #GivingDay Playbook, sponsored by the Knight Foundation. Go here: http://givingdayplaybook.org