

Fill The Heart



GIVING
TUESDAY

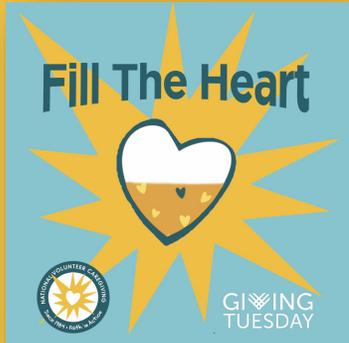
1

S T E P

Decide to participate (or not!) in NVCN's Fill the Heart campaign to raise money for your local organization on Tuesday, November 28, 2023

Visit: givebutter.com/nvcn

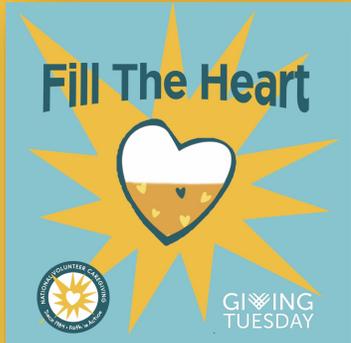
If you are a member of the National Volunteer Caregiving Network, your organization will automatically be listed as an option for donors to select. If you choose NOT to participate, please email membershipdirector@nvcnetwork.org and let us know before November 18, 2023.



2

STEP

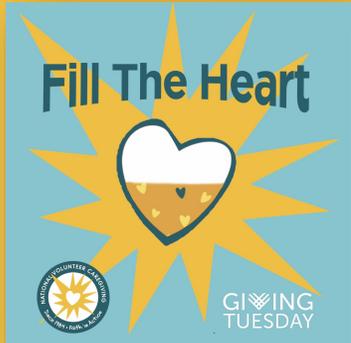
Enjoy two easy avenues to raise money through NVCN's Fill the Heart campaign. Simply share the link on your social media and encourage your donors to make a contribution by selecting your organization under the list of members. To maximize fundraising, consider creating your own team and sharing that link with your community. NVCN will collect contributions, and only deduct Givebutter and/or credit card processing fees. NVCN does not profit from this campaign.



3

STEP

Boost your fundraising efforts by mirroring NVCN's Fill the Heart campaign through your Givebutter.com account. Establish a Givebutter account, connect your organization's bank account using Stripe for seamless donation management, and utilize all the "Fill the Heart" graphics from our toolbox, transferring them directly to your account. Add a personal touch to your campaign with local anecdotes and data. Additionally, NVCN provides teaser messages and social media content that you can share and distribute among your donors.



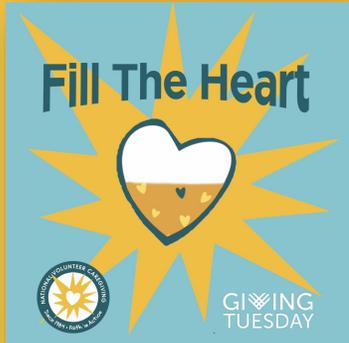
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S T E P

NVCN has packed our Toolbox

<https://nvcnetwork.org/wp/index.php/40th-toolbox/>

with social media posts that you can use to promote the Fill the Heart campaign and to pump up your social media before, during and after November 28, 2023. NVCN also has social media posts that donors can use to let their friends know they've supported your local organization.



5

S T E P

Don't forget to thank your new donors and include them on your mailing list for future activities. NVCN will process the results of Giving Tuesday and send a check to you by December 31, 2023. If you have any questions, please contact membershipservices@nvcnetwork.org or executivedirector@nvcnetwork.org.

THANK YOU!

