



Dear Participant,

Welcome to Chase Community Giving!

Now that you're on board, it's time to start generating buzz for your charity's quest for awards ranging from \$20,000 to \$500,000 through Chase Community Giving—and time to show the world why your organization is worthy.

Here are the basics: the Top 100 eligible organizations with the most votes earn \$25,000 during Round 1 and the Top eligible charity earns \$500,000 during Round 2 for their charitable cause, while the remaining 99 eligible charities earn anywhere from \$20,000 to \$400,000. And to gather the most votes, you'll want to get the message out to your friends, family, and supporters, but as well as a broader community of people in your city, state and region.

One effective and easy way to get the message out is through the media. A simple mention in the pages of your local newspaper or on the airwaves of your local radio or TV stations, or community blog can potentially generate real results and get you closer to winning.

The following toolkit includes several ideas on how to share your organization's story and tie your involvement in the Chase Community Giving program. This list is a set of suggestions, not a mandate. It will not guarantee your chances of winning, but may help you spread the word and potentially increase your vote totals.

In this toolkit you will find tools to help you generate campaign activity during the voting period. Specifically, ideas on how to:

- Define and sharpen your message
- Pitch local broadcast stations
- Create a custom press event
- Utilize online and social media

But our help doesn't stop with this toolkit. The Chase Community Giving press team is here to help when we can. Please email questions, concerns, and ideas [here](#).

For more specifics on the program, please visit our [FAQs](#) and [Official Rules](#).

Your organization is making a real impact on your community—and Chase Community Giving is giving you an opportunity to broaden your efforts to make an even bigger impact. Round 1 voting ends May 4 at 11:59 p.m., EDT, and Round 2 voting ends May 18 at 11:59 p.m., EDT so now is the time to get out there and generate buzz about your organization and Chase Community Giving. Advisory Board winners are announced on June 30th.

Good luck and happy voting,

Chase Community Giving Team

IMPORTANT NOTE: *Please consult your internal legal, public relations and other applicable management resources for advice regarding using this toolkit to fit your particular efforts related to this program. Your use of this toolkit and methods by which you choose to generate media about your involvement in the Chase Community Giving program is subject to the Official Rules.*

Chase Community Giving: Local Organization Toolkit

MAKING NEWS AND GETTING VOTES FOR YOUR ORGANIZATION

This toolkit demonstrates the ways you can publicize your organization and your involvement in the Chase Community Giving program. No one plan works for every organization, so you should view the toolkit as a starting point and choose what works best for your group.



Tool Kit Resources

TRADITIONAL MEDIA

1) DRAFT A PRESS RELEASE

- Included in this toolkit is a draft press release. Press releases are a great way to notify members of the press about your organization's involvement in the Chase Community Giving program. Direct communication with the press may increase the chances of your organization being featured in newspapers, magazines, etc. A follow-up call is recommended to make sure they received your email or to clarify any questions.
- The draft press release included is customizable based on your organization's focus and goals. Press release information includes:
 - A call for your area residents to support your charity
 - Information about your charity's name and mission
 - Information on Chase Community Giving and the donations
 - How area residents can help

2) BUILD A PRESS LIST (Target list of TV, print, radio and new media reporters):

- Creating a quality press list is an important part of getting the word out about your participation in Chase Community Giving's program. If your organization already has a press list, consider using the following tips to update it for the program. The goal is to build a press list that targets important publications in your area because reporters often prefer local news stories.
- If your charity does not already have a press list, here some helpful hints:
 - Do your research. Doing a simple web search to figure out which reporters and outlets have covered community service organizations, your issues, and online media or other programs may be extremely valuable.
 - Gather information on which outlets do weekly updates on local happenings, free listings for charity organizations, or any other regular feature that might be appropriate for your organization. Gather contact information for a wide variety of outlets so your press release can go to as broad an audience as possible. Where possible consider including local news reporters and editors, as well as lifestyle editors.

3) PITCH REPORTERS

- Once you have compiled a press list and issued a press release, you should consider calling reporters, or sending them an email about your organization's involvement in Chase Community Giving.
- Here is an example of a script you could use when on the phone with a reporter:
 - *"[Identify yourself and your organization]. I wanted to follow up with you about a press release I sent you regarding my organization's involvement in Chase Community Giving, which is a program on the Facebook platform to earn the most votes and win money for our charity. Did you receive it??"*
 - *[If YES] Great! I would love to give you more information about the local impact of our organization and give you an opportunity to come have a closer look at what we do.*
 - *[If NO, get correct email address and offer to resend]. When you get the press release, you will see that our organization has a real shot at winning up to \$25,000 (or Round 2 amount) to help our organization,*

which will have a huge impact on not only our organization but our community. Is this a story that you and your colleagues may be interested in covering?"

- A reporter may not be interested at the moment, but let them know that you will check in with them over the course of the program to keep them posted on your progress.
- Reporters may be more likely to cover your story if you give them an opportunity to see your organization up-close and personal or come to an event in the community.
- Keep following up throughout the course of the program to keep them posted on your progress on the number of votes your organization has garnered and, of course, if your organization wins.

4) SET UP BROADCAST INTERVIEWS

- Your staff, supporters and volunteers are often the best messengers for your organization. You may want to arrange interviews for your best surrogates with key outlets to build support and increase participation in the Chase Community Giving program. Reach out to key outlets in the following categories:
 - Talk/News Radio: Offer local talk or news radio stations a brief interview to talk about your work and your involvement in the Chase Community Giving program.
 - A starting point for news radio is National Public Radio (NPR). Visit their [station locator](#) and determine your local NPR stations by entering your zip code.
 - Drive-Time Music Radio: Many music stations include local news breaks or segments in which they publicize local businesses or organizations.
 - A great resource for identifying your local radio stations, and what type of station they are (news, music, sports, etc) is [Radio Locator](#).
 - Specialty Radio: If your organization focuses on a key constituency or issue, pitch your release and an interview to outlets that cover that specific topic. For example, if your organization works in rural communities, pitch yourself to Ag radio. If you work in Latino communities, identify Spanish-language stations.
 - Note: Radio Locator also lets you search by “format.” Choose categories that are relevant to your charity.
 - Local News: Consider inviting the news to come to your organization for an event, if possible.
 - Inviting local news is similar to contacting local radio. A good place to start is finding out which major news affiliates (ABC, CBS, FOX and NBC) broadcast in your area. ABC offers a [local affiliate search](#) option.
 - Local Morning Shows/Public Interest shows
 - When contacting local morning shows, you want to contact a producer or segment producer. They are in charge of determining the show’s content.

ONLINE AND SOCIAL MEDIA

Using the web to push your message is a great way to effectively and inexpensively promote your charity. Since Chase Community Giving is an online program, the Internet is a great place to start. Additionally, garnering support through the web attracts a wide audience and allows people to get involved at their convenience.

Below are recommendations about the most effective ways to utilize multiple social media platforms to engage your charity’s supporters. Depending on your charity’s size and available resources, not all of the recommendations below will be feasible. For social media endeavors you undertake, remember to check out past winner’s Facebook, Twitter, and other accounts for ideas. Remember, you don’t have to reinvent the wheel! The pages of past winners (when possible) will be listed at the end of this section.

1) YOUR ORGANIZATION’S WEBSITE

- Announce your participation on the front page of your website, with a link to the Chase Community Giving page and instructions on how to vote.

- The more visible you make your participation, the better. Also, don't be afraid to cross-link or cross-post the announcement of your participation to all of the social networks your organization uses.
- Chase Community Giving has created special banners that you can use to direct Internet traffic to your Charity Profile Page. Scroll to the bottom of your Charity Profile Page. *Under the "Spread the Word on Your Website header, you'll find a text box containing html code.*
- **Social bookmarking sites** like [StumbleUpon](#), [Digg](#) and [Reddit](#) will give your charity's website access to a wider audience by opting into these websites' search engines.

2) OTHER WEBSITES

- Encourage other organizations, elected officials, prominent supporters to mention your entrance into the program.

3) FACEBOOK

- If you do not already have a Facebook page for your organization, consider creating one here: <http://www.facebook.com/pages/create.php>.
 - Facebook now gives organizations the option to create a "Community Page," an "Official Page," or a group. Please be sure to review Facebook's "[Learn more](#)" section when determining what page type would be most beneficial for your organization.
 - **Official pages** are maintained by authorized representatives of a business, brand, celebrity, or organization, and they can create and share content about the entities that they represent.
 - **Groups** allow you to communicate directly with other people on Facebook about a specific subject. Anyone can create and admin a group.
 - **Community Pages** allow organizations to generate support for favorite causes or topics. You "like" these pages to connect with them, but they aren't run by a single author, and they don't generate News Feed stories.
 - Also, if you choose to create a Facebook page, remind fans to "Like" your page. Liking a Page means a fan is connecting to that Page and the Page will appear in their and News Feed. On the other hand, when you click "Like" on a piece of content that a friend posts, you are simply letting your friend know that you like it without leaving a comment.
- Whether or not you decide to create a Facebook page, your organization should take advantage of the opportunity to update your Charity Profile Page within the Chase Community Giving's application: http://apps.facebook.com/chasecommunitygiving/get_involved?view=charities#profile
 - Appoint an Admin for the site.
 - On your Charity Profile Page, follow the "[Click here to become its administrator.](#)" link to authorize your organization's Admin, who will then have the ability to edit existing information about your organization as well as submit new content and upload rich media.
- Here are some other examples of ways to create awareness on the Facebook platform:
 - Your staff, supporters and volunteers may want to post information on the program on their pages and in their status updates.
 - *Status updates*—your staff, supporters and volunteers can get creative with status updates like these: "I am helping Charity X to win up to \$500,000 in the Chase Community Giving program. You can too by voting at: *insert website*" or "Make this your status if you want Charity X to win \$25,000 from Chase Community Giving. Vote by visiting: *insert website.*"

4) TWITTER

- If your organization doesn't have a Twitter account, you may want to [create one](#).
 - Examples of utilizing Twitter to create awareness:
 - Tweet about your involvement with the program, asking followers to sign up and vote for your organization.
 - Encourage staff, supporters, volunteers and donors to "retweet" or post their own accounts to their lists.

- “RT @organization name: We need your support to win \$25,000 from Chase Community Giving. Vote at *insert website*” or “I support #organization name. You can too by voting at: *insert website*”
- **Helpful Applications:**
 - **Twibbon** – this application allows Twitter users to include a symbol or frame on their Twitter profile pictures. Organizations can create their own ribbon at: <http://twibbon.com/>. Charities should encourage their supporters to add the twibbon to their account.
 - **CoTweet** – applications like this allow teams manage one or more Twitter accounts by providing tweet assignments, notes, and on duty status. Additionally, [CoTweet](#) allows more than one person to tweet from the same account, allowing for the distribution of social media responsibilities.
 - **Nearby Tweets** – this application helps charity’s to increase followers by identifying more followers in your area by zip code: <http://nearbytweets.com/>.

5) FLICKR

- If your organization wants to provide supporters, reporters, and organization members with photos of events, promotional materials, and other moments captured on film or video, [Flickr](#) is an easy and free way to store and share photos online. Flickr has a variety of photo sharing options including “open to the public” to “available to selected friends.”
 - Additionally, Flickr provides your organization with another opportunity to promote materials across a variety of social media platforms.

6) EMAIL LISTS

- If your organization has an email list, consider sending an update asking supporters to sign up for the program and vote for you.
 - An additional way to promote awareness is creating an email signature. Encourage staffers, supporters and volunteers to include information about your organization and the program in their email signature.

7) LOCAL BLOGS

- Local bloggers have a special interest in what happens in their area and as a result are a great outlet for news about your organization’s participation in the program. Find blogs who cover local issues, ones that you’ve worked with before, supporters’ blogs, and so on, and send them an email with information about your charity and its participation in the Chase Community Giving program.
 - Often, a simple web search including keywords of your city and “local blogs” or “blogs” will give you a frame of reference.

8) YOUTUBE

- [YouTube](#) is a great way to demonstrate visually achievements and the impact your charity has had on residents.
 - Encourage your staff, supporters and volunteers as well as those positively impacted by your charity to post testimonials about the charity.
 - Charity leadership could also post short video about how to vote or what the charity could accomplish with additional funding from Chase Community Giving.
 - If your organization decides to post testimonials, notify supporters through email, social media outlets, or any other form of communication.

9) UTILIZE KEY SUPPORTERS

- Make sure to inform all of your volunteers, donors and other supporters of your involvement in the program and how they can vote.
 - Elected Officials: Have any done events or service with your organization? Been supportive in the past? Ask them to help publicize the program, or link to the Chase Community Giving program page on Facebook.
 - To contact your local Congressman, simply use the [House of Representatives search engine](#).

- Volunteers and Supporters: Do they have organizational experience or talent? Maintain energy during the program by naming “Campaign Captains.” These individuals act as cheerleaders for your cause and keep spirits high by communicating successes (updated vote counts, new news story, etc.) to your core supporters.

10) Existing Resources – Past Winners Social Media Pages

	Website	Facebook	Twitter	YouTube
Harry Potter Alliance	http://thehpalliance.org/	http://www.facebook.com/thehpalliance	https://twitter.com/TheHPAlliance	http://www.youtube.com/user/thehpalliance
Invisible Children	http://www.invisiblechildren.com/	http://www.facebook.com/invisiblechildren	http://twitter.com/invisible	http://www.youtube.com/invisiblechildren
Kristin Brooks Hope Center	http://www.hopeline.com/	http://www.facebook.com/hopeline	http://twitter.com/hopeline	

- For additional ideas, check out The Harry Potter Alliance’s [MySpace](#) page, [Tumblr](#) blog, or [Ning](#) blog. The Kristin Brooks Hope Center is also on [MySpace](#).

EVENTS

One of the best ways to build volunteer support (and potentially to increase votes) for the program is to hold creative, public events. Ultimately, your goal is to receive the most votes, while keeping in line with the program’s Official Rules, so design events with this in mind.

- Consider including Internet access at events so people can vote in the spur of the moment.
- Be creative. Events that are unique and new are more likely to draw a crowd.
- Consider your charity’s strengths. If you have a good office space or location, utilize it.
- Event ideas:
 - *Spring festivals or booths:* contact your local Chamber of Commerce or City Hall for a list of upcoming scheduled events. Explain to organizers what your charity is trying to do and sign up for a booth.
 - *Utilize your local school district.* Teens are some the most active participants in social media. Contact someone at your local high school about your charity and see if you can have students sign up to support your charity.
 - Past winners have hosted events at restaurants and bars with WiFi to bring supporters out for a fun evening and to vote. Also consider local coffee shops and hangouts.

SAMPLE PRODUCT

To get your organization started with media outreach efforts, included in this toolkit are samples of materials used to attract press coverage. Keep in mind, these are samples only and should be customized to reflect your charity’s strengths, goals, needs, and other organizational legal and operational requirements. Sample materials include:

- *Press Release*
- *News Advisory*
- *Draft blog/email language*
- *Pitch script*

Sample Press Release:

****For Immediate Release****

April XX, 2011

Media Contact:

CHARITY NAME 555-555-5555

CONTACT NAME; CONTACT EMAIL

[INSERT ORGANIZATION'S LOGO HERE]

LOCAL CHARTITY, [Organization Name], NEEDS AREA SUPPORT TO WIN \$500,000 FROM CHASE COMMUNITY GIVING

Area residents can make a huge impact by voting through the Chase Community Giving program

CITY, STATE – [Organization Name], a non-profit working to [insert services or organization goal] is competing with charities nationwide for donations ranging from \$20,000 to \$500,000 through the Chase Community Giving program. Residents can help ensure their favorite charity's success by simply voting for [Organization name] through the Chase Community Giving program running on the Facebook platform.

Through the utilization of the social media networks, the Chase Community Giving program has already directed more than \$10 million dollars toward charities nationwide, putting the power to bring positive change across the nation into the hands of those who need it most. Due to enthusiasm, the program is being continued into this spring - giving 200 additional charities, including [Organization Name] the opportunity to win grants to further their mission.

[Quote from Charity leadership demonstrating the impact of what even \$20K would have on the organization.] "Charity X is constantly striving to strengthen our community by XYZ. Receiving even \$20,000 would be an unbelievable opportunity to ensure the great work of this organization continues in [TOWN Name]," said Charity X Director, NAME.

The spring 2011 round of the Chase Community Giving program is designed to benefit smaller and local charities by being limited to 501c3 charities with operating budgets between \$1 and \$10 million. During Round 1, the Top 100 eligible charities with the most votes receive \$25,000. During Round 2, the Top eligible charity receives \$500,000 and the remaining 99 top charities earn \$20,000 through \$400,000 awards. More than \$5 million dollars will be distributed to top vote getters. Charities previously awarded grants through Chase Community Giving are not eligible for this round of competition.

[Organization Name] is competing with thousands of charities across the country for awards from Chase. With the support of our volunteers, fans and local residents, [Organization Name] has the opportunity to get much needed resources to implement big changes.

[Quote from a person demonstrating a specific accomplishment your organization has achieved.] "Without [Organization X's] help, my family and I would have never XYZ," said ZZZ.

How You Can Help

You can help [Organization X] win up to \$500,000 by simply "Liking" the Chase Community Giving program at: <http://apps.facebook.com/chasecommunitygiving/> and casting your vote to determine this spring's winners.

If you have questions about [Organization X] or would like to get involved, please contact EMAIL ADDRESS or call 555-555-5555.

###

About [Charity Name]

****Insert Boilerplate Language****

About Chase Community Giving

Chase Community Giving is grant program inspiring a new way of corporate philanthropy by letting participants vote to help determine which small and local non profits will receive donations from Chase's philanthropy funds. The program is giving away over \$10 million in grants to charities nationwide, with focuses ranging from primary or secondary education, youth development healthcare, housing, community development, environmental issues, combating hunger, arts and culture, human services, and animal welfare.

Sample News Advisory:

FOR IMMEDIATE RELEASE

Contact: NAME

Phone: XXX-XXX-XXXX

Email: name@domain.com

*** EVENT ***

HEADLINE (main news of the event)

SUBHEADLINE (brief summary of the goal of the event)

CITY, STATE – DAY OF EVENT. The first paragraph should be a short, enticing paragraph explaining the brief details of the event and how it ties into the greater benefit of the community. Feel free to use selling points (ex: number of volunteers involved, names of local elected officials participating). This paragraph should be no longer than 2-3 sentences.

The second paragraph should be 1-2 sentences of general background about your organization. A mission statement is a great place to start.

The third paragraph should include information about your organization's involvement in Chase Community Giving. For example: NAME OF ORGANIZATION is participating in the Chase Community Giving program, which will award more than \$5 million to local charities across the country. The Top 100 eligible organizations will be awarded \$25,000 during Round 1 and anywhere from \$20,000 to \$500,000 during Round 2, based upon the most votes garnered through the program. Currently, NAME OF ORGANIZATION has tallied X votes, which makes their status X place overall.

The last paragraph should include:

Please contact NAME, EMAIL if you'd like to set up an interview with a charity board member, executive, or volunteer who has agreed to speak with the press.

WHO: INVOLVED PARTIES (your organization, any high-profile attendees)

WHEN: TIME, DATE (Note: before 2 p.m. is ideal so reporters have ample time to file their stories before end of day deadlines)

WHERE: LOCATION (address and parking instructions)

RSVP: Include contact info, any notes about interviews or photos/video that will be captured and available for news outlets to use, in case they are unable to attend.

Sample Draft blog/email language:

Dear TITLE [Friend, Supporter, Colleague]

As you may know, Chase launched an innovative giving program for small and local charities. Through *Chase Community Giving*, participants are able to vote to determine which small and local non profits will receive donations of more than \$5 million from Chase’s philanthropy funds this spring.

The spring 2011 round of the Chase Community Giving program is designed to benefit smaller and local charities by being limited to 501c3 charities with operating budgets between \$1 and \$10 million. The Top 100 eligible charities with the most votes receive \$25,000 During Round 1. During Round 2 the Top eligible charity receives \$500,000 and the remaining 99 top charities earn \$20,000 through \$400,000 awards. More than \$5 million dollars will be distributed to top vote getters. Chase is putting resources where communities throughout the United States need them most, and it is up to us to garner enough votes so that [NAME OF CHARITY] can be one of the winning organizations.

You have the opportunity to make a meaningful difference for the future of [NAME OF CHARITY]. This spring’s round begins April 21 – now is the time to cast your vote and spread the word about this opportunity to your friends and family and encourage them to support our cause. With a portion of Chase corporate philanthropy dollars, we will have the chance to further our mission of [MISSION].

It is more important than ever that we take advantage of the amazing opportunity this program presents to our organization. Log on to *Chase Community Giving* (<http://apps.facebook.com/chasecommunitygiving>) to cast your vote and share the program with our supporters across the country. You decide what matters, and every vote counts!

Sincerely,

NAME

TITLE

ORGANZIATION

Sample Pitch script:

- *“[Identify yourself and your organization]. I wanted to follow up with you about a press release I sent you regarding my organization’s involvement in Chase Community Giving, which is a nation-wide program to earn the most votes and win money for our charity. Did you receive it??*
- *[If YES] Great! I would love to give you more information about the local impact of our organization and give you an opportunity to come have a closer look at what we do*
- *[If NO, get correct email address and offer to resend]. When you get the press release, you will see that our organization has a real shot at winning up to \$500,000 to help our organization, which will have a huge impact on not only our organization but our community. Is this a story that you and your colleagues may be interested in covering”*