

**Nonprofit Promotional Toolkit – Good360 Wishlists**

Congratulations, you just published your first Good360 Wishlist! Now that it’s on the GivingPlace360 website, you need to take a few additional steps to let the world know that you need help delivering good in your community.

**STEP 1:**

**Post it on your website.**

Once you’ve published your Wishlist, use the embedded link we’ve provided to add it to your nonprofit’s website.

**STEP 2:**

**Share it with additional supporters.**

Now that it’s on your website, ask your team to send it out to additional friends and supporters of the organization via email or social media.

**STEP 3:**

**Post it on your organization’s social media accounts.**

We’ve provided sample postings below, but we encourage using other social media platforms such as Instagram, YouTube, Google+ and LinkedIn. Be sure to add any images or videos to help grab your follower’s attention.

**Facebook Posts:**

Good360 Wishlists enable local nonprofits to get the goods they need to help people in need in their communities. Help [INSERT NONPROFIT NAME] get [INSERT DONATIONS] for [INSERT THOSE YOU SERVE] in [INSERT CITY/COMMUNITY] [INSERT WISHLIST LINK]

**EXAMPLE:** *Good360 Wishlists enable local nonprofits to get the goods they need to support their communities and assist people in need. Help Samaritan House get back backs for kids in Orlando as they get ready to return to school. WISHLIST LINK*

Our community is in need of [INSERT DONATIONS] to help [INSERT THOSE YOU SERVE]! Help us by donation to our Good360 Wishlist here: [INSERT WISHLIST LINK]

**EXAMPLE:** Our community is in need of toys to help kids in need! Help us by donating to our Good360 Wishlist here: [INSERT WISHLIST LINK]

**Tweets:**

**Primary Hashtag: #GivingPlace360**

Remember that Twitter will limit you to 140 characters. We encourage you to personalize and localize your Tweets. For example*,* include your town or city with a hashtag to get the attention of people in your own community. Here are a few suggestions and examples:

* Help us get [INSERT SPECIFIC DONATIONS] for [INSERT WHO YOU SERVE] through @Good360 #GivingPlace360 [INSERT WISHLIST LINK] Turn every dollar you donate into needed goods.

**EXAMPLE:** *Help us get new mattresses for the families displaced by the #Savannah floods through @Good360 #GivingPlace360. Turn every dollar you donate into needed goods. WISHLIST LINK #FulfillLocalNeeds*

* Support [INSERT THOSE YOU SERVE] in # [INSERT CITY] with [DONATIONS]. Every dollar you give provides [$X] in critically needed donations: [INSERT WISHLIST LINK]

**EXAMPLE:** *Support kids in need in #Savannah with backbacks. Every dollar you give provides $30 in critically needed donations. @Good360 #GivingPlace360 #FulfillLocalNeeds*: [INSERT WISHLIST LINK]

* Donate to our @Good360 Wishlist to help us get the products we need to make a difference in our community! #GivingPlace360 [INSERT WISHLIST LINK]
* Want to help kids in need get school supplies? Support our @Good360 Wishlist and help #DeliverGood in [INSERT YOUR #CITY]: [INSERT WISHLIST LINK]

**EXAMPLE:** *Want to help kids in need get school supplies? Support our @Good360 Wishlist and help #DeliverGood in #Savannah*: WISHLIST LINK

**STEP 4:**

**Ask local “influencers” to share your Wishlist.**

Local influencers are those individuals who are well connected in the community and can share your Wishlist with many people. These individuals could include local celebrities or politicians, board members, bloggers or media personalities.

**STEP 5:**

**Send reminders.**

Repeat the steps above to remind people that you need their help reaching your goal and update them on how you are doing.