



TouchDC Partner Toolkit

2004

Introduction

TouchDC is a unique community resource that connects people in our community with the nonprofits that need help. Your support of TouchDC will ensure that local nonprofits will be able to provide the help and services needed through the area as well as making the Greater Washington region a rich and vibrant community.

This toolkit serves as the cornerstone of the public awareness campaign and will be the basis of the TouchDC Coalition's own outreach efforts to the community. The toolkit is designed to be flexible so you are able to adapt the tools to match your company or organization's needs.

In the following pages you'll find valuable tools that you can use to engage your employees and your grantees (if applicable). Each section will provide you with information on the tools, simple ways to access the resources, and ideas on where to use them within your organization. If you would like to access the toolkit online, go to:

http://www.touchdc.org/downloads/pdf/partner_toolkit.pdf (Adobe Acrobat version)

or

http://www.touchdc.org/downloads/word/partner_toolkit.doc (Microsoft Word version).

We're excited to share these resources with you and look forward to working with you to make TouchDC a success!

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EMPLOYEE COMMUNICATIONS

Employees who live and work in the Greater Washington region now have a unique and powerful way to support local nonprofits serving the region. Including TouchDC in your employee communications will help us reach a wider audience and ultimately increase support of local nonprofits serving the Greater Washington region. ***Give where you live.***

We need your help to promote TouchDC to your employees. We've provided the following flyer and sample letters that you can modify as needed to send along to your employees:

- **Employee Fact Sheet:** This one-page flyer provides a brief introduction to TouchDC.
- **Letter to Executives:** This letter outlines how your executives can help their community by using and supporting TouchDC.
- **Letters to Employees:** These letters encourages your employees to use TouchDC as a resource for their holiday season and year-round giving.
- **Newsletter Promotion:** This short paragraph can quickly be inserted into your next employee newsletter.

Where To Use The TouchDC Toolkit:

- ✓ Interoffice mail it to your employees in the DC area.
- ✓ Send it as a company-wide e-mail.
- ✓ Use it as a flyer in your hallways and post it on employee message boards.
- ✓ Include it in your online and offline company newsletters.
- ✓ Mail to your executives to generate top-level support.

How To Receive the TouchDC Toolkit online:

- ✓ Download at http://www.touchdc.org/downloads/pdf/partner_toolkit.pdf (Adobe Acrobat) or http://www.touchdc.org/downloads/word/partner_toolkit.doc (Microsoft Word)
- ✓ Contact Eric Rigaud (Director, TouchDC) at rigaud@touchdc.org or (202) 939-3433



HOLIDAY GIVING MADE EASY!

It's time for turkeys, holiday shopping, and yes, making charitable donations. This year donating to your favorite charity couldn't be easier! In just a few clicks on www.TouchDC.org, you'll have your contributions made, your volunteer opportunities lined up, and even a few extra minutes to wrap gifts.

Using TouchDC

- **Make a tax-deductible donation online** to your choice of local charities. Simply go to www.TouchDC.org, type in a charity name or cause, and click the Donate Now button.
- **Find volunteer opportunities in your community:** Just go to www.TouchDC.org, enter your ZIP code, and select an interest area. You can even select how far you are willing to travel from your home or business for your volunteer opportunity!
- **Receive updates** on charity events, timely volunteer opportunities, and profiles of local charities. Subscribe to the TouchDC newsletter today at www.TouchDC.org.
- **Combined Federal Campaign Participants:** Learn more about charities before making your selections. TouchDC offers information on an organization's mission, programs, goals, accomplishments, and financials.

About TouchDC

An initiative of Washington Grantmakers, TouchDC is an online portal where individuals in the Greater Washington region can donate time or money to local nonprofit organizations serving our region. We also offer nonprofits a collection of tools to accept donations and recruit volunteers online. TouchDC serves individuals and charities in Greater Washington (i.e., Northern Virginia, Suburban Maryland and the District of Columbia). TouchDC is supported by an unprecedented coalition of over 20 foundations, nonprofit umbrella organizations, corporations, and media partners working to encourage individual giving in our region and highlight the value of local nonprofits.

TouchDC is proudly supported by: ***INSERT YOUR ORGANIZATION'S LOGO HERE***

Employee Communications:

Letter To Executives

Executives often have several philanthropic commitments that may include board seats or personal foundations. We've provided a separate letter below that you can direct to your executives.

Date

Salutation:

As I'm sure you're aware through your philanthropic commitments, local nonprofit organizations play a vital role in the lives of all members of the Greater Washington community. Yet charitable organizations in and around the Nation's Capital are continually facing funding shortfalls, while the demand for nonprofit programs and services continues to grow.

TouchDC.org, an initiative of Washington Grantmakers, is a **free online resource** working to increase giving and volunteering in the region. The TouchDC web site enables people to make online donations quickly and securely, and the volunteer search connects people with local volunteer opportunities based on their ZIP code and volunteering interests. Last year, TouchDC raised \$1.6 million in support of local nonprofits in the Greater Washington region.

We hope that this holiday giving season you will take advantage of **TouchDC.org** and support local charities by:

- Using TouchDC.org to research local charities and make donations online
- Locating volunteer opportunities for yourself or your family
- Encouraging your friends, family, and associates to use TouchDC.org

Give where you live. Through **TouchDC.org**, you can help any of over 23,000 nonprofits in Greater Washington continue to make a difference in our region.

Sincerely,

Your name

Your title

Employee Communications:

Letter To Employees

We encourage you to send out company-wide e-mails to let your employees know about TouchDC.org and how it can help them to make informed giving decisions.

Date

Salutation:

This holiday giving season, we wanted to remind you of the vital role that nonprofit organizations play in the lives of all residents of Greater Washington. Local nonprofits provide after-school and youth development programs, health care, maintain parks and recreation facilities, keep art and culture alive, and so much more. Yet these nonprofits are continually facing funding shortages, while the demand for their programs and services continues to grow.

TouchDC.org, an initiative of Washington Grantmakers, is a **free online resource** created to make it easy for you to support local nonprofits serving Greater Washington. **TouchDC.org** will help you make informed giving decisions and search a wide range of local volunteer opportunities, tailored to your interests.

We hope that this holiday giving season, you will go to www.TouchDC.org to:

- Research local charities and make donations online
- Locate volunteer opportunities for yourself or your family
- Encourage your friends and family to use TouchDC.org

Give where you live. Local charities are depending on it. Through **TouchDC.org**, you can help any of over 23,000 nonprofits in Greater Washington continue to make a difference in our region.

Sincerely,

Your name

Your title

Employee Communications:

Letter To Employees – Employee Giving Program Supplement

We encourage you to send out company-wide e-mails to let your employees know how TouchDC can be utilized in conjunction with your Employee Giving or Matching Program.

Date

Salutation:

This holiday giving season, we wanted to remind you of the vital role that nonprofit organizations play in the lives of all residents of Greater Washington. Local nonprofits provide after-school and youth development programs, health care, maintain parks and recreation facilities, keep art and culture alive, and so much more. Yet these nonprofits are continually facing funding shortages, while the demand for their programs and services continues to grow.

TouchDC.org, an initiative of Washington Grantmakers, is a **free online resource** created to make it easy for you to support local nonprofits serving Greater Washington. **TouchDC.org** will help you make informed giving decisions and search a wide range of local volunteer opportunities, tailored to your interests.

We hope that this holiday giving season, you will go to www.TouchDC.org to:

- Research any of over 23,000 local charities
- Make donations online (please refer with *name of your company's Employee Giving Program Manager (phone ext. xxxx)* to determine verification requirements for our Employee *Giving/Matching* Program)
- Locate volunteer opportunities for yourself or your family
- Encourage your friends and family to use TouchDC.org

Give where you live. Local charities are depending on it. Through **TouchDC.org**, you can help local nonprofits in Greater Washington continue to make a difference in our region.

Sincerely,

Your name

Your title

Employee Communications:

Newsletter Promotions

The following are three, short promotions which can be copied and pasted into your employee and customer newsletters:

Promotion #1 (short version):

Give Where You Live – TouchDC.org

Want to make a charitable donation? Seeking to volunteer in your local neighborhood? **TouchDC.org** connects you with over 23,000 local nonprofits in the Greater Washington region that need your help. Visit **TouchDC.org** today!

Promotion #2 (medium length version):

Give Where You Live – TouchDC.org

This holiday season, **TouchDC.org** can help you learn about and support nonprofits in the District of Columbia, Northern Virginia, and Suburban Maryland. Use **TouchDC.org** to make a donation online or find a local volunteer opportunity just by typing your ZIP code and choosing your volunteering interest. All donations are tax-deductible.

Promotion #3 (long version):

Give Where You Live – TouchDC.org

This holiday giving season, we wanted to remind you of the vital role that nonprofit organizations play in the lives of all members of the metro DC community. Local nonprofits provide after-school and youth development programs, health care, maintain parks and recreation facilities, keep art and culture alive in our towns, and so much more. Yet these nonprofits are continually facing funding shortages, while the demand for their programs and services continues to grow.

Use **TouchDC.org** to make a donation online or find a volunteer opportunity in your neighborhood, just by typing in your ZIP code. All donations are tax-deductible. Give where you live. Use **TouchDC.org** to support local charities!

GRANTEE SUPPORT TOOLS

In addition to being a resource for your employees and consumers, TouchDC offers powerful online fundraising tools that can be used by nonprofit organizations that you support. In addition to the Fact Sheet for nonprofits on page 10, we've also included a letter that you can send to nonprofits you support. Sending this letter is an easy way to offer your grantees or nonprofit partners a benefit that would be too costly and time consuming to build independently.

Where to Use TouchDC Grantee Support Tools:

- ✓ Mail or e-mail the letter or flyer to your grantees or nonprofit partners
- ✓ Post the letter or flyer on your company web site
- ✓ Include the letter in your next grantee communication with nonprofits

How To Find The TouchDC Toolkit Online:

- ✓ Download at http://www.touchdc.org/downloads/pdf/partner_toolkit.pdf (Adobe Acrobat) or http://www.touchdc.org/downloads/word/partner_toolkit.doc (Microsoft Word).
- ✓ Contact Eric Rigaud (Director, TouchDC) at rigaud@touchdc.org or (202) 939-3433.



TouchDC Free Online Philanthropy Tools for Nonprofits

- ✓ **Accept donations online through TouchDC.org and your organization’s web site.** Use of the “Donate Now” online donation button on your organization’s web site is FREE. The “Donate Now” online donation button is powered by Network for Good.
- ✓ **Give potential donors and funders up-to-date information on your organization** by updating your GuideStar listing. GuideStar is the largest national database of nonprofit organizations and supplies detailed charity information on TouchDC and other web sites used by grantmaking organizations across the country. Using GuideStar is FREE.
- ✓ **Recruit volunteers online** by registering your nonprofit with TouchDC online volunteer partner, VolunteerMatch, at no charge.

Visit www.TouchDC.org/npo to access TouchDC’s tools and resources

About TouchDC

An initiative of Washington Grantmakers, TouchDC is a web site where individuals in the Washington, DC region can donate time or money to local nonprofit organizations serving our communities. We also offer nonprofits a collection of tools to accept donations and recruit volunteers online. TouchDC serves individuals and charities in Northern Virginia, Suburban Maryland and the District of Columbia. The project is supported by an unprecedented coalition of over 20 foundations, nonprofit umbrella organizations, corporations, and media partners working to encourage individual giving in our region and highlight the value of local nonprofits.

Coalition Members

This coalition is made up of community leaders from the nonprofit, foundation, and business sectors. Members to-date include:

- | | |
|---|--|
| ➤ Washington Grantmakers | ➤ GuideStar |
| ➤ Network for Good | ➤ Maryland Association of Nonprofits |
| ➤ Association of Fundraising Professionals | ➤ The Eugene & Agnes B. Meyer Foundation |
| ➤ Combined Federal Campaign for the National Capital Area | ➤ National Capital Gift Planning Council |
| ➤ Community Foundation for the National Capital Region | ➤ Nonprofit Roundtable |
| ➤ Council of Latino Agencies | ➤ DC Office of Partnerships & Grants Development |
| ➤ Cultural Alliance of Greater Washington | ➤ NPower Greater DC Region |
| ➤ Foundation Center – Washington, DC | ➤ United Way of the National Capital Area |
| ➤ Greater DC Cares | ➤ Washington Council of Agencies |

TouchDC is proudly supported by: ***INSERT YOUR ORGANIZATION’S LOGO HERE***

Grantee Support Tools:

Letter To Nonprofits & Grantees

We encourage you to send the letter below or a modified version out to nonprofits that you support.

Date

Nonprofit Name

Address

City, State, ZIP

Dear Grantee:

We know that as a local nonprofit organization, you play a vital role in the Greater Washington region. Yet your fundraising is many times harder than ever—while the demand for your programs and services continues to grow.

This year, we wanted to let you know about **TouchDC**, an initiative of Washington Grantmakers. Launched by a coalition of over 20 foundations, nonprofit umbrella organizations, corporations, and media partners, TouchDC has begun a major public awareness campaign designed to educate our community about the important contributions of nonprofits in Greater Washington, as well as provide a safe and convenient way for individuals to give where they live.

TouchDC.org enables individuals to safely donate their time or money online to any of the area's 23,000+ nonprofit organizations (**Note: If you are a 501(c)(3) nonprofit and have filed a 990 form to the IRS, your organization will be listed on www.TouchDC.org**). In addition, TouchDC.org provides powerful tools for your organization to take advantage of online fundraising on your organization's individual web site.

These TouchDC tools are available for you to use:

- **Accept donations online through your organization's web site.** Use of the "Donate Now" online donation button on your organization's web site is FREE. "Donate Now" is powered by Network for Good.
- **Give potential donors and funders up-to-date information on your organization** by updating your GuideStar listing. GuideStar is the largest national database of nonprofit organizations and supplies detailed charity information on TouchDC and other web sites used by grantmaking organizations across the country. Using GuideStar is FREE.
- **Recruit volunteers online** by registering your nonprofit with TouchDC online volunteer partner, VolunteerMatch, at no charge.
- **Promote your charitable events in the TouchDC newsletter.** Send upcoming events to rigaud@touchdc.org.

In 2003, TouchDC raised \$1.6 million in support of local charities in the region. We hope you'll take advantage of these free tools and resources. For more information on TouchDC, contact: Eric Rigaud (Director, TouchDC) at (202) 939-3433 or rigaud@touchdc.org.

Sincerely,

Your name

Your title

TouchDC Promotional Tools

Show your support by including TouchDC print ads, online banner ads, and logos in your company materials, public web sites, and employee web sites and communications. TouchDC offers several sizes and shapes of our logo for your use. The logos can be downloaded online in a camera-ready or web-ready format. The logos and ads are available on the next pages for your review.

Where To Use TouchDC Logos, Print Ads, and Online Banner Ads:

- ✓ On your company web site
- ✓ On any documents related to your community relations or nonprofit support programs
- ✓ In your advertisements

How to Find the Promotional Tools:

- ✓ Go to <http://touchdc.org/about/graphics>
- ✓ Contact Eric Rigaud (Director, TouchDC) at rigaud@touchdc.org or call at (202) 939-3433.

TouchDC Logos

Logo Square Small



Logo Square Large



NOTE: The size of both logos can be modified. Just click on a logo and drag diagonally on its corner

To download these logos, visit <http://touchdc.org/about/graphics>

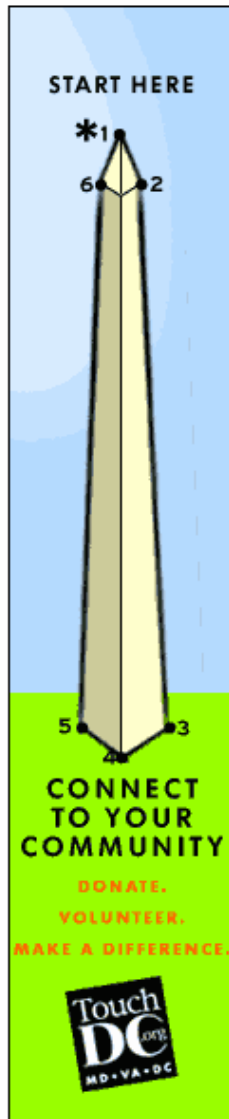
TouchDC Animated Online Banner Ads



234 x 60 (15K)



468 x 60 (15K)





120 x 600 (16.5K)

To download any of these online banner ads, visit <http://touchdc.org/about/graphics>

TouchDC Print Ads

Print ad #1: Woman with dog

www. where does she go at night glad I'm not her
the holidays are coming should I buy her a sandwich
like that'll really solve her problems what if she's
mentally ill please don't look at me just ignore her
don't ignore her there's that food drive at work
what are people doing to **TOUCHDC.ORG**

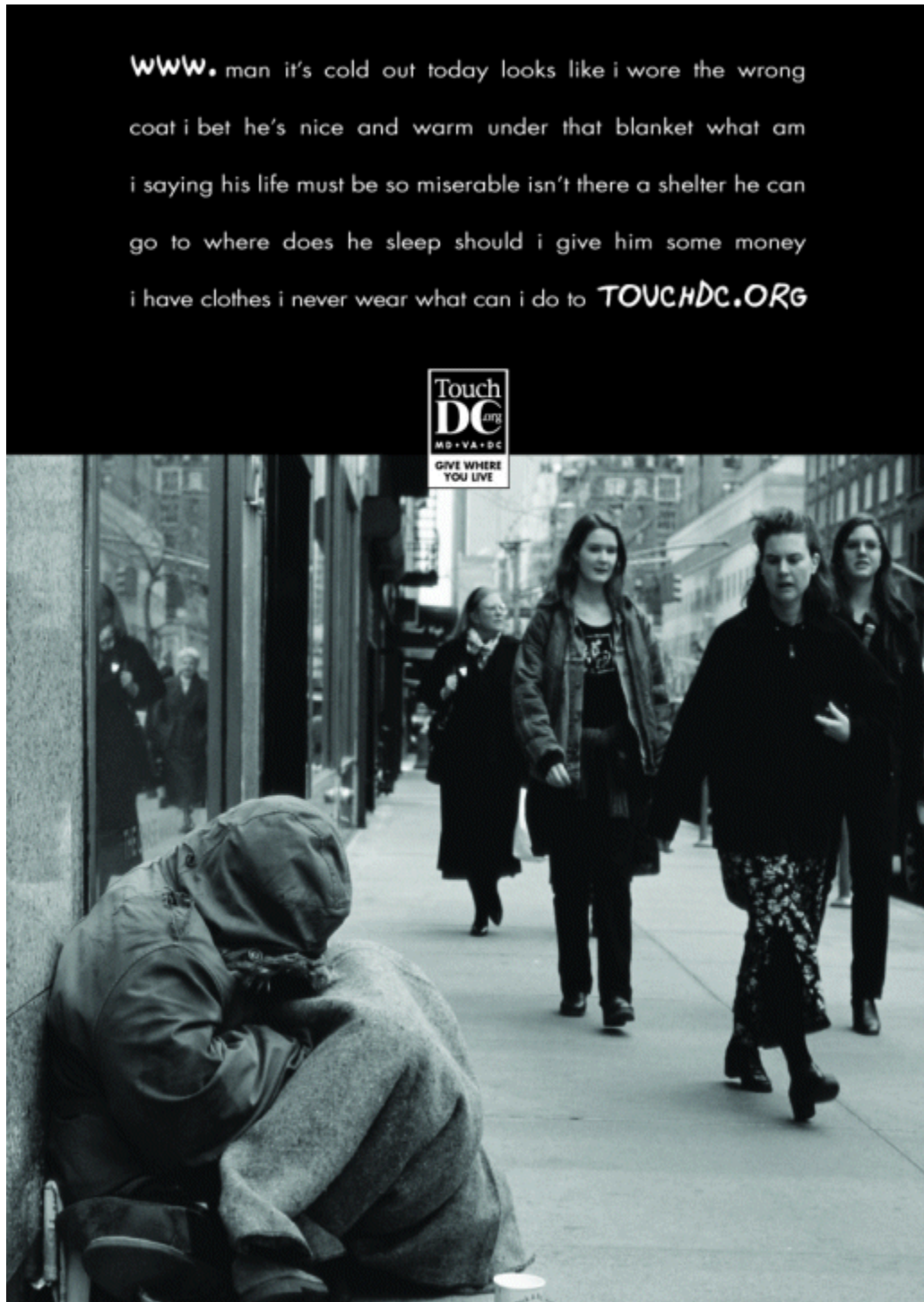


Print ad #2: Kids in alley

www. i bet her school has metal detectors they used to just
have those in the city must be weird seeing that every day they
probably don't have enough books either no wonder kids are
so screwed up what if i tutor maybe two hours a week i was
always good at math at least it's a way to **TOUCHDC.ORG**



Print ad #3: Shrouded homeless person



To download any of these print ads, visit <http://touchdc.org/about/graphics>

TouchDC.org Contact Information

For general questions about TouchDC.org or the TouchDC Coalition:

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