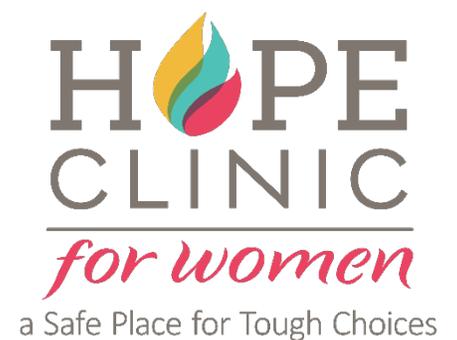


The Big Payback 2020:

Campaigner Guide



What is The Big Payback?

The Big Payback is hosted by The Community Foundation of Middle Tennessee and is a community-wide giving day that celebrates and supports the life-changing work of Middle Tennessee nonprofits. This campaign was started a few years ago to encourage the entire community to find at least one nonprofit to support—particularly those who don't typically support local nonprofits.

When is The Big Payback?

The Big Payback is from 6pm on May 6th to 6pm on May 7th this year! Early giving will begin on April 29th, where donors will be able to set up their gift.

How does The Big Payback differ from normal online giving to Hope Clinic for Women?

While donors can go on our website at anytime and give through PayPal, The Big Payback platform offers the largest online day of giving for Middle Tennessee nonprofits. Through The Community Foundation of Middle Tennessee, we are offered different prizes to compete for that will award us monetary bonuses! All gifts MUST be received through their platform to count.

How do I get involved with The Big Payback on behalf of Hope Clinic for Women?

Hope Clinic participates in the Big Payback each year by promoting it on Facebook, Instagram, and emails blasts to donors. We have a \$10,000 fundraising goal! We need YOU to join our team as a Campaigner! This is a great opportunity to tell people in your circles about Hope Clinic and encourage them to support Hope Clinic as well!



Who can be a Campaigner?

A Campaigner is someone wanting to take their support of Hope Clinic to the next level by creating their own personal fundraiser under the Hope Clinic for Women donation page and inviting their friends, family, and circle of influence to give during the 24 hours of The Big Payback.

What does a Campaigner do?

Through The Big Payback website, there is an option for people to create their own fundraiser campaign under our Donation Page. That is where you will come in! You can set your own fundraising goal whether that is \$500 or \$2,000! You can customize it to share why YOU want to give to Hope Clinic for Women and why you want your friends, family, and circle to join in that with you! The day-of The Big Payback (May 6th at 6pm- May 7th at 6pm), you will connect with your community through social media, reaching out via text, call, email, and various other ways to invite and encourage them to donate to Hope Clinic through YOUR fundraising campaign!

What does a Campaigner need?

The only thing a Campaigner needs is a fundraiser campaign page and your community! We will send you graphics, ready-to-go captions, post ideas, incentives to give, shareable content, and much more! You will be well equipped!

How do I become a Campaigner?

If you are interested in becoming a Campaigner for Hope Clinic during The Big Payback, contact Kailey Cornett by emailing at kcornett@hopeclinicforwomen.org or calling at 615.627.2791. Or you can begin your journey on the Big Payback website with the instructions below. We would love to answer any questions that you have as well!

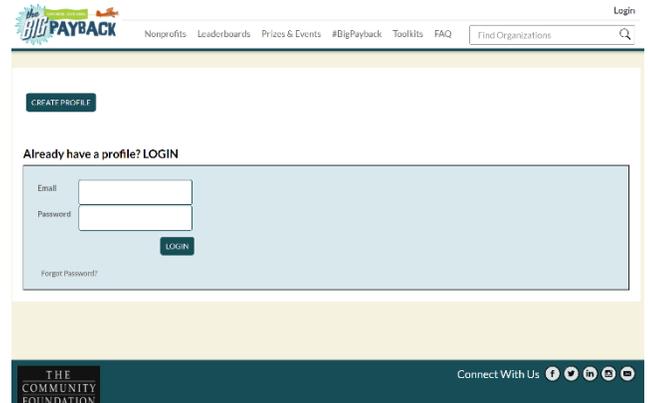


How to Create your Campaign Page

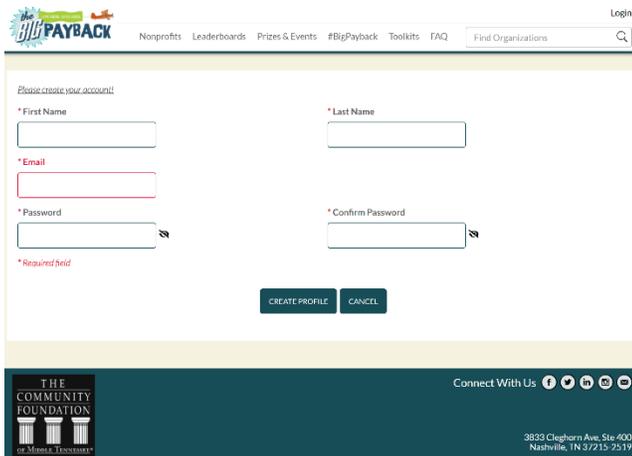
1. Go to www.thebigpayback.org. At the top right side of the page, you will see a “Login” tab, hover over it and click “Donor”.



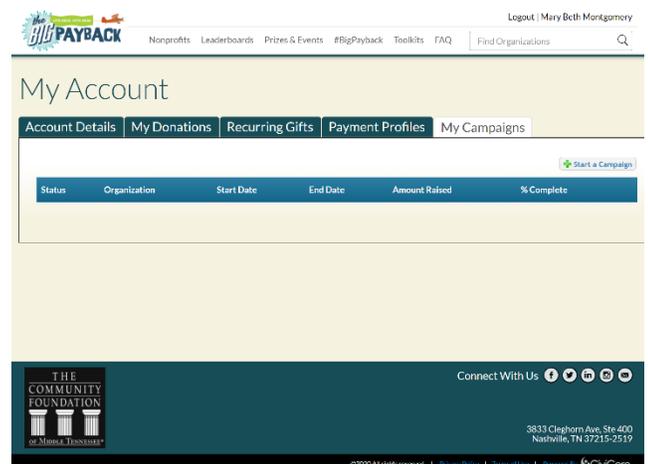
2. On the login page, click “Create Account”. If you have made an account in past years, login to your account and skip step 3.



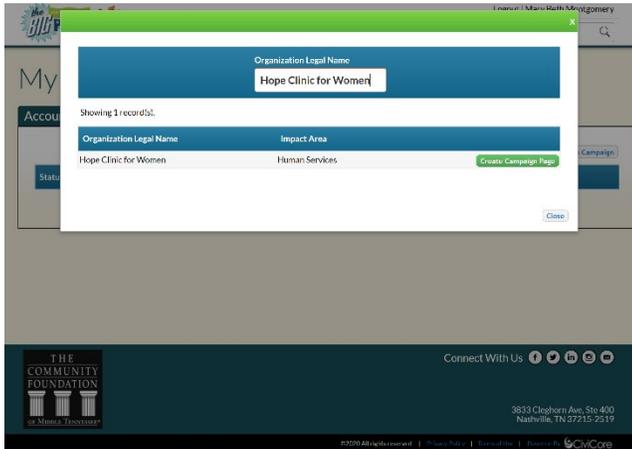
3. Fill in your information to create your account.



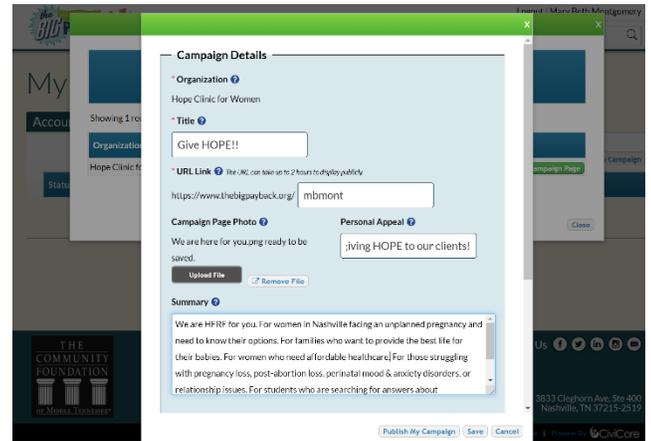
4. You will be taken to your account page. Click the tab “My Campaigns”. From this tab, click “Start A Campaign”.



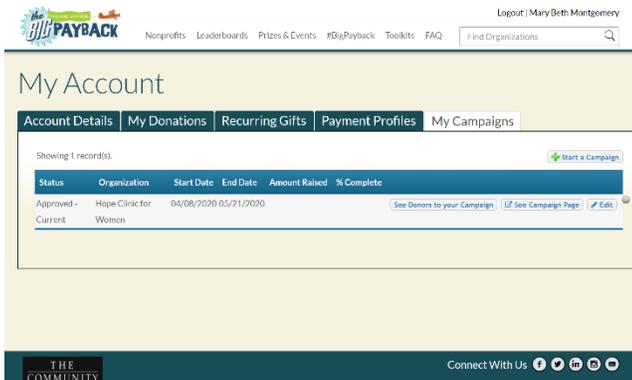
5. In this pop-up window, search “Hope Clinic for Women” and click “Create Campaign Page”.



6. Now is your time to customize your fundraiser to you! Pick your campaign name, an easy link ending, add a photo (we have some theme photos available), say why you are choosing to give to Hope Clinic for Women, and SCROLL DOWN to set your goal amount! Make sure to click “Publish My Campaign” when you are done!



7. You will now be able to see your campaign on the “My Campaigns” on your account! Feel free to look into all the new buttons and tabs!



8. If you click the “See Campaign Page” button, you will see what your campaign page from the outside view! This page link is the one that you will share with your community to donate to.



Campaigner Best Practices & Ideas

Our Hope Clinic for Women Social Media pages will be posting an array of client stories, staff testimonials, statistics, and fundraising challenges throughout the day for The Big Payback. Along with creating your own posts, sharing our posts will be an easy way to share our cause and invite your circle in! So the first thing you will need to do is make sure you follow Hope Clinic on Facebook and Instagram!



@HopeClinicForWomenTN



@HopeClinic

This Year's Theme

This year, our theme for The Big Payback is “We Are Here For You”! We have made this a mantra in recent months as safety regulations have changed the way our services look. But at the heart of it, we want to show that no matter what we are here for our clients, our donors, our volunteers, and our friends of Hope Clinic! No Mountain too high, no river too wide, we will find a way to support our community! We will be tagging everything with the hashtag **#WeAreHereForYou** and encouraging donations with the hashtag **#BeHereForUs**.

Social Media Posts

Sample Posts:

Facebook: “I give my time and talents at Hope Clinic for Women and have seen lives truly impacted! By donating today, you are helping women, men and families find a safe place for their unplanned pregnancy, women’s health, postpartum depression, pregnancy loss and relationship issues. They are still open for women finding themselves in a tough spot. I made a difference, you can too! <https://www.thebigpayback.org/HopeClinicForWomen> #BigPayback #HopeWins #WeAreHereForYou #BeHereForUs”

*with a themed marketing picture.

Instagram: “Give to @hopeclinic and help them hit their goal of \$10,000 for The Big Payback! #BigPayback #HopeWins #WeAreHereForYou #BeHereForUs”

*With a themed marketing picture & post the link to your campaign in your bio.

Your Personal Hope Clinic for Women Story

If you have a personal story of how you came to support Hope Clinic, why you love the mission, or any interactions you've had because of your support at the clinic, share them! We would love to see how Hope Clinic for Women has not only served our clients for 36 years, but also has impacted our donors, volunteers, and friends as well! Make sure to add in your campaign link and add a picture!

Fun Post Ideas

- Change your profile picture to something embarrassing and set a dollar amount to raise before you can take it down!
- Tell your friends that you post a video or go live to tell an embarrassing story if they donate a certain amount before a certain time!
- Tell your friends that you post a video or go live to sing karaoke story if they donate a certain amount before a certain time!
- Join us online for HAPPY HOUR on May 7th from 4-6pm! More details to come about this one!

Virtual Activities

- Get donors to donate a certain amount per mile you walk/run within the 24 hours!
- Create a poster board with boxes labeled 1-50 and post a picture and let your friends pick a number box and they will donate that amount to your campaign!
- Host a socially distant bake sale! Post pictures of what you've created with suggested donation prices and local friends can comment to claim their goody and donate the money to your campaign! You can set up a porch pick-up or curbside drop-off!
- Host your own Virtual Happy Hour/ Coffee Date with a group of friends, small group, etc. to catch up and have a suggested donation for all your guests!
- If your kids are home right now, get them involved with creating art, baking goodies, or performing the best song and dance they can come up with on your social media! It is never too early to explain how important philanthropy and advocacy is!

Interpersonal Contact

One of the easiest ways to include your community is reaching out to them in a one-on-one platform! All the following ideas can be done with local friends and family or across the country since The Big Payback is all online! After catching up, make sure to explain the fundraiser, why you are participating, and how they can give.

- Phone Call
- Text Message
- Marco Polo/ Video Message
- FaceTime/ Live Video Chat
- Direct Message/ Private Message

What About Giving Tuesday?

As you might have heard, Giving Tuesday has been moved from December 1st, 2020 to Tuesday, May 5th, 2020. This campaign encourages giving nationwide one day a year. They moved their event date for this year as a response to the unprecedented need that is evident right now. The tricky part is the rescheduled date is the day before The Big Payback. But, no fret, we have a way to participate in both! We will direct all Giving Tuesday donations to early giving on the official Hope Clinic page or your campaign on The Big Payback website.

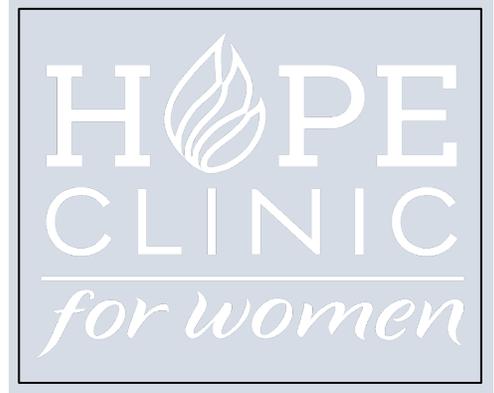
Sample Post:

“Giving back isn’t cancelled. #GivingTuesday is May 5 and #BigPayback is May 6-7. You can make a difference by supporting Hope Clinic for Women during these three days at TheBigPayback.org/HopeClinicforWomen. Giving always matters, even (and especially) now as they are providing essential care to women and families in need. #HopeWins #WeAreHereForYou #BeHereForUs”

*With a themed marketing picture

Social Media Pictures





White Hope Clinic Logo



Questions?

If you have any questions, comments, or concerns,

WE ARE HERE FOR YOU!

Please contact Kailey or Mary Beth with anything you run across, whether that more details on the logistics, help making a fundraising plan, or technical difficulties! We are here to equip you for the best day of fundraising for Hope Clinic for Women!

Kailey Cornett

Development Manager

kcornett@hopeclinicforwomen.org

615.627.2791

Mary Beth Montgomery

Development Coordinator

mmontgomery@hopeclinicforwomen.org

615.627.2795