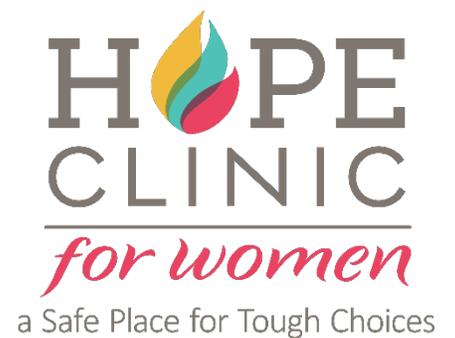


The Big Payback 2021:

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 5th to 6pm on May 6th this year! Early giving will begin on April 28th at 6pm, 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 **\$13,500** 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 5th at 6pm- May 6th 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!

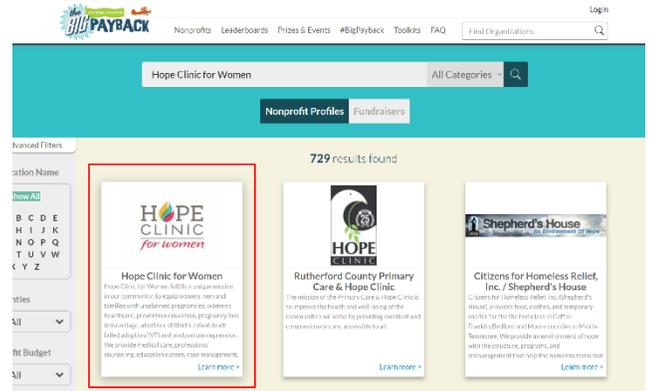


How to Create your Campaign Page

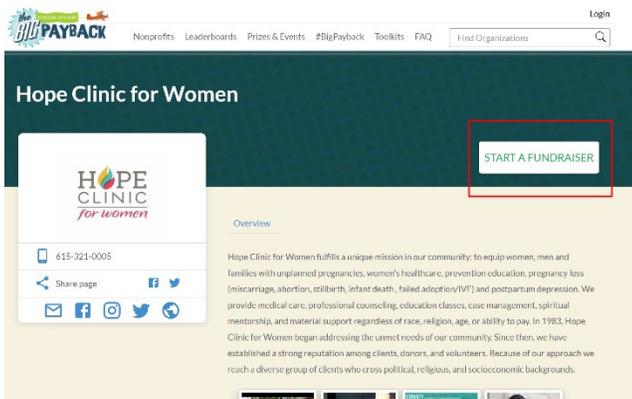
1. Go to www.thebigpayback.org. At the top right search for “Hope Clinic for Women”.



2. Click on Hope Clinic’s icon and it will take you to our general donation page.

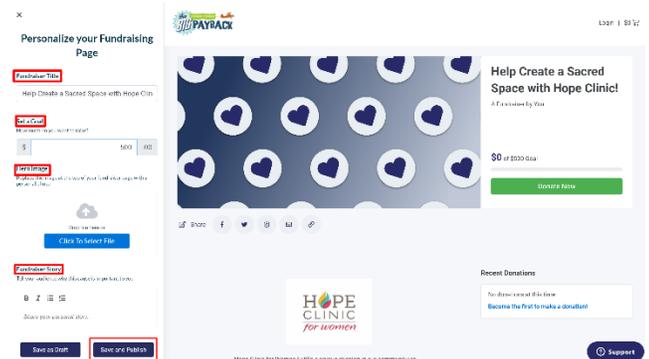


3. At the top of the page, click “Start a Fundraiser”.

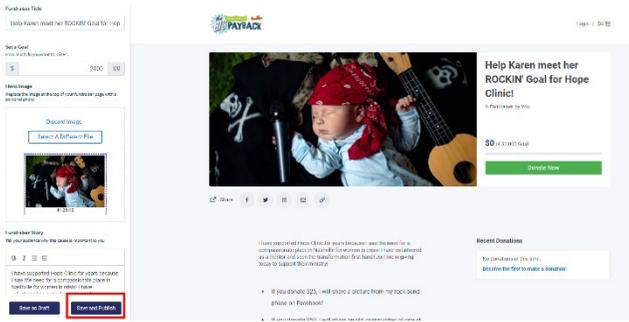


4. You are at your campaign page now! It is time to customize!

- Title your fundraiser: this is what everyone will see when you share your campaign. (So you may want to add your name “Help Karen met her goal for Hope Clinic!”)
- Set a goal: Add in the amount of money you would like to raise!
- Upload Hero Image: Add a photo that correlates with your fundraiser or a photo that relates to Hope Clinic.
- Fundraiser Story: Type out why you are passion about Hope Clinic and would like others to join in with you. If you are offering fun incentives to give, feel free to add them here as well!

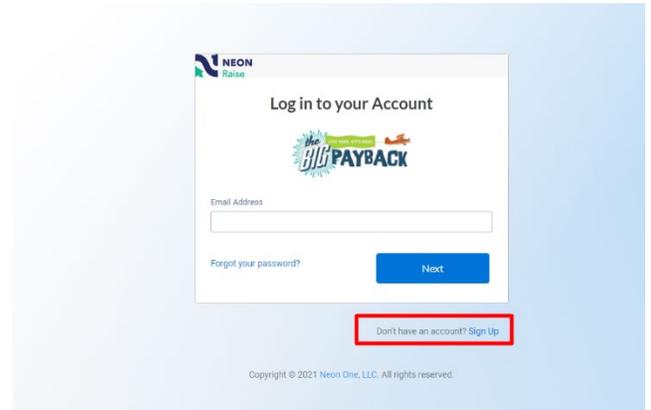


5. Your page may look like:

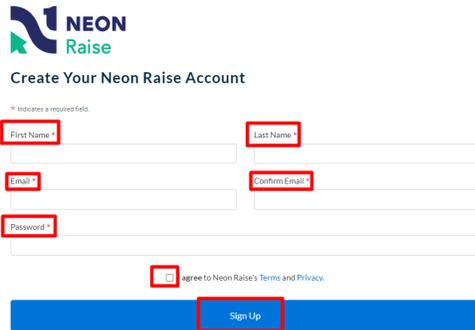


Click "Save and Publish."

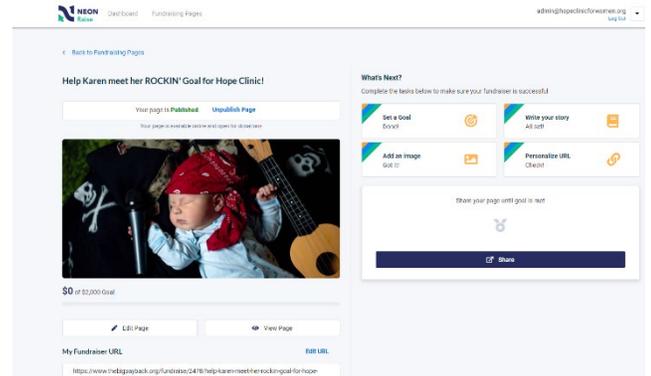
6. Odds are that you do not have an account, so click "Sign Up."



7. Fill in your first and last name, email, create a password, agree to the terms, and "Sign Up".



8. Here is your campaign! You can manage all of the details here and watch the donations roll in! You can edit anything here and view it as someone else will see. The link you will share is "My Fundraiser URL."



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: Sacred Space

This year, our theme for The Big Payback is “Sacred Space”! Our tagline is “A Safe Place for Tough Choices.” We chose this because our goal is to provide women a place to come and have a moment to pause, rest, and unpack her current circumstances. We provide nonjudgmental, confidential services that are meant to aid in assisting women process what she would like to achieve in her life. Our desire for the Big Payback is to show supporters how much their gifts are doing to change lives by creating this space with us! We will be tagging everything with the hashtag **#SacredSpace** and encouraging donations with the hashtag **#CreateSpaceWithUs**. We encourage you to use them as well!

Social Media Posts

Sample Posts:

Facebook: “I am a supporter of Hope Clinic for Women and have seen lives truly impacted! By donating today, you are helping women find a safe place for tough choice regarding unplanned pregnancies, women’s healthcare, postpartum depression, pregnancy loss and relationship issues. I made a difference, you can too! <https://www.thebigpayback.org/HopeClinicForWomen> #BigPayback #SacredSpace #CreateSpaceWithUs”

*with a themed marketing graphic

Instagram: “Give to @hopeclinic and help them hit their goal of \$13,500 for The Big Payback! #BigPayback #SacredSpace #CreateSpaceWithUs”

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

Your Personal Hope Clinic for Women Story

You have Hope Clinic story and we want you to share it! There are 3 parts to your story: The Problem, The Plan, and The Solution. Here is what that looks like:

1. What was your life like before you connected with Hope Clinic? When did you first become aware of the issues Hope Clinic has set out to change?
2. How did you discover Hope Clinic and the work we are doing? What motivated you to get involved, share your resources, and be an advocate for Hope Clinic?
3. How has your involvement with Hope Clinic and our mission changed you? How has it impacted your circle of influence? What is God showing you as a result of your connection to Hope Clinic?

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!

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! When all the squares are claimed, you have met your goal!
- Host a 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!
- 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!
- Get your kids involved! Have them create art, bake goodies, or perform the best song and dance they can come up with for friends and family for a donation! 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

Social Media Pictures

We have created a folder of themed Social Media square and story graphics! We encourage you to use our “Sacred Space” photos in all your posts! You can find those graphics at this link: <https://tinyurl.com/pfhdju8z>

Pictures for social media use will also be available for download via our website.

*If you have any trouble opening this folder, contact Kailey at kcornett@hopeclinicforwomen.org.

If you have any questions, comments, or concerns,
We are here for you!

Please contact Kailey 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