

GiveSmartOKC

18 Ways to Use Your Profile to Promote and Inform

You've completed your GiveSmartOKC profile and now have a powerful information tool. Below are suggestions on how to make the most of your profile! Available online at occf.org/gsookit.

1. Place the GiveSmartOKC badge on your website's home page or donation page. This badge is a direct link to your profile. If you don't have the HTML code for the badge, email us at givesmartokc@occf.org.
2. As a board development tool to help board members learn about your organization.
3. Use as staff recruitment and orientation for new board members and staff.
4. Provide a link to your profile in your organization's email signature or add the GiveSmartOKC badge to your signature.
5. Make your GiveSmartOKC profile a part of your overall social media plan by regularly posting and tweeting about your profile on your Facebook page and Twitter account.
6. Email current and prospective donors a link to your profile.
7. Include a copy of your profile with grant applications.
8. Start a grassroots campaign to raise awareness of your organization by emailing a link to your profile to 10 people and ask that they forward it to 10 more people.
9. Use your profile as a self-assessment or annual organization evaluation tool. What are you doing well? What could you be doing better? What organizational documents or policies are you lacking or need to be updated? What progress are you making toward strategic goals? How are you measuring progress and success?
10. Browse GiveSmartOKC profiles for other nonprofits and consider potential collaborations with organizations doing similar or complementary programs and services.
11. Include the one-page summary of your profile with gift acknowledgment letters to donors and funders.
12. Make your profile a topic of discussion at a board meeting or retreat to help identify areas of focus or need.
13. Send out a news release promoting your profile.
14. Include recurring articles in your newsletter.
15. Send an email with a link to your profile to your board, staff and donors when you make updates.
16. Include the one-page summary of your profile with your annual report.
17. Use your profile as a marketing tool to communicate your organization's programs and services as well as needs.
18. Include volunteer opportunities and other ways to support your organization on your profile's About tab in the Other Ways to Donate, Support or Volunteer text box.

