

# Northern Lights Youth Services

## Giving Hearts Day 2018: ACTION TEAMS!

Hey friend! Thank you so much for taking the time to consider volunteering with NLYS for a very important cause - Giving Hearts Day, **February 8th, 2018**. If you are unfamiliar with the event, it is a 24 online fundraising day that is held by the Impact Foundation out of Fargo, for non-profit organizations located in North Dakota and western Minnesota.

This year will be the 10th year that Giving Hearts Day will take place - and we are so excited, as Northern Lights begins to plan bigger and better things. We want to involve as many people as possible to spread the word about this one of a kind organization and all of the good work it's doing.

Giving Hearts Day is a fundraiser - so raising funds is obviously important, but also, making others aware about our cause and providing visibility to the organization is just as important. Last year, almost 25,000 individuals donated on Giving Hearts Day and chose 2.3 charities to give to - can you imagine the impact we could have if we all used our resources to work together? The possibilities are literally endless.

On the next page, the descriptions and responsibilities of the various action teams will be listed below, as well as information on how to get involved and where to contact us.

Again, thank you so much for your commitment to Northern Lights Youth Services!

Kind Regards,

Rachael Pishtek  
Northern Lights Youth Services  
Director of Marketing & Development

## **ACTION TEAMS DESCRIPTIONS!**

So - what exactly is an “Action Team”? An action team is a collection of people that are passionate about the work that Northern Lights Youth Services is doing for students, families, other non-profit organizations and communities - individuals that are committed to helping the organization reach their full potential on Giving Hearts Day. In short, an action team is a short term committee.

These teams will meet virtually - either via conference calls facilitated by NLYS staff or in our already created Action Team Facebook group.

In order to activate all stakeholders (current students, parents, alumni, board members & staff) for Giving Hearts Day 2018, we are formulating the following **three** action teams:

### **Messaging**

- The purpose is to create/think of keywords and methods that will encourage donors to give to NLYS on Giving Hearts Day
- This team will discuss ways to target adults and youth alike in this messaging
- This team will really focus on meaningful storytelling - finding the perfect intersection of **what** NLYS does and **why**

### **Asking**

- The purpose of this team is to identify key businesses and individuals that could provide resources (financial, in-kind or other variety) to NLYS on Giving Hearts Day
- This team will mostly focus on getting those they know to give on Giving Hearts Day, and spread what the Messaging team creates
- Questions this team will seek to answer:
  - What ways can we include and encourage the most people to give?
  - What would NLYS do if funding wasn't an issue - and how can we formulate that into an ask?

### **Thanking**

- The purpose of this team is to thank our donors well - as soon as they hit the donate button, through phone calls and written notes
- Questions this team will seek to answer:

- How do we activate donors to encourage their family and friends to also give on Giving Hearts Day?
- What physical thank you's should we give, and should that include a "lumpy package"? (For example, an organization that benefits new mothers or infants may send a diaper along with a thank you. This is a proven tactic to encourage future giving.)

Questions & Answers:

**Q: How much of a time commitment would this be?**

A: It really depends on the group. Action Teams ideally will have Skype/Conference calls once a week for approximately 30 min maximum from Mid-December to the day of the event, February 8th. Most communication will take place via the Facebook group.

**Q: When will Action Teams begin to work/meet?**

A: The Action Teams will begin with a kick off Webinar, explaining more in depth the roles of the teams and outcomes that NLYS is hoping for, Mid-December. NLYS has also put together an Action Team Facebook group, that will serve as a space to plan calls, gather information from other Action Teams and more.

**Q: How do I commit to an Action Team?**

A: [Click here](https://goo.gl/RuSYiE) (or copy [<https://goo.gl/RuSYiE>] to your browser) and fill out a short survey, where you can give NLYS your contact information and choose which Action Team best suits you.

As mentioned before, please [click here](https://goo.gl/RuSYiE) or copy [<https://goo.gl/RuSYiE>] into your browser to fill out the Action Team survey! Within the coming days, expect an E-mail from Rachael describing the next steps.

If you have any further questions, please contact Rachael at the information below!:

Rachael Pishtek  
Northern Lights Youth Services  
Director of Marketing & Development  
P: 701-270-0501  
E-mail: [rachael@nlsadd.com](mailto:rachael@nlsadd.com)