



# NATIVE NONPROFIT DAY

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2024



# CAMPAIGN TOOLKIT

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"It's time to strengthen the circle of giving..."

## WHAT'S THIS ALL ABOUT?

**Native Nonprofit Day** is a giving initiative aimed at increasing support for Native-led organizations nationwide. Organizations, foundations, and individuals are invited to dedicate May to raising awareness of the importance of supporting Native-led nonprofits, culminating in Native Nonprofit Day!

NWF recognizes that **Native-led organizations have the solutions** to the issues that Native communities are facing. Native-led nonprofits know Native communities and their strengths and how best to help Native people. The systemic funding inequities Native-led organizations face make it more difficult to implement Native-led solutions. **Investing in Native-led nonprofits enhances positive change** in Native communities. Native Nonprofit Day is an innovative opportunity for donors and foundations to learn about our amazing Native-led nonprofits and contribute to our groundbreaking work.

# OFFICIAL LAUNCH

On **Friday, May 20, 2022** Native Ways Federation launched the first Native Nonprofit Day. This day and its campaign celebrated the resilience of Native communities while encouraging public support. Since 2022, we've continue with our journey to promote Native nonprofits on Native Nonprofit Day across all social media!



# HOW TO PARTICIPATE

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**Post:** Post photos and videos with a short message or story about the positive impact of volunteering for or donating to a Native nonprofit.



**Tag:** Tag @native\_ways and use the hashtag #NativeNonprofitDay in all social media posts to encourage searchability!



**Share:** Share, heart, and like #NativeNonprofitDay content across all social media platforms.



# IDEAS FOR ORGANIZATIONS

If you're a Native nonprofit, ask your Native community for stories: What does generosity in Native communities look like? Why is it so important to give to Native nonprofits? What motivates you to give your time, money, and experience to Native nonprofits?

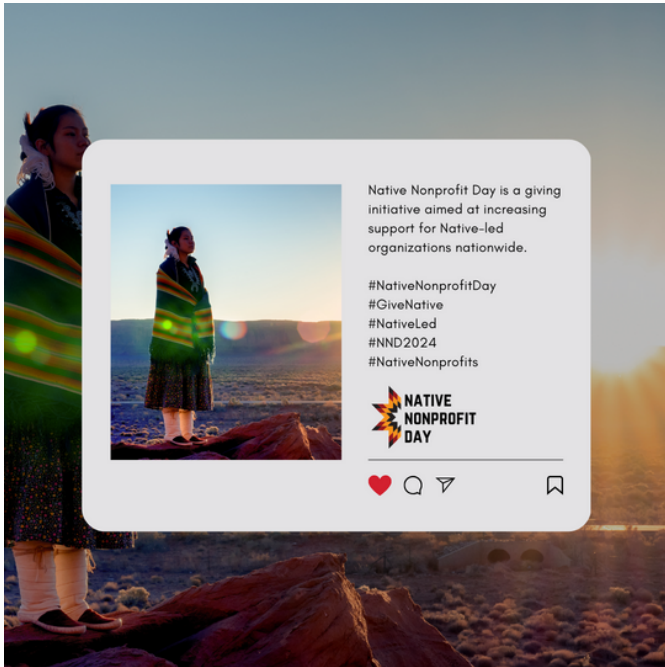


**Rally Your Supporters:** Ask your followers to share their volunteer or giving photos or videos using #NativeNonprofitDay.

**Stories:** Ask followers for their personal stories of the positive effects of the #NativeNonprofitDay campaign. Then include them in weekly emails, newsletters, and communications channels.

**Interview:** Interview somebody from the #NativeNonprofitDay campaign and ask them what generosity means for them and/or why giving to Native-led nonprofits is important for our nations and communities to thrive.

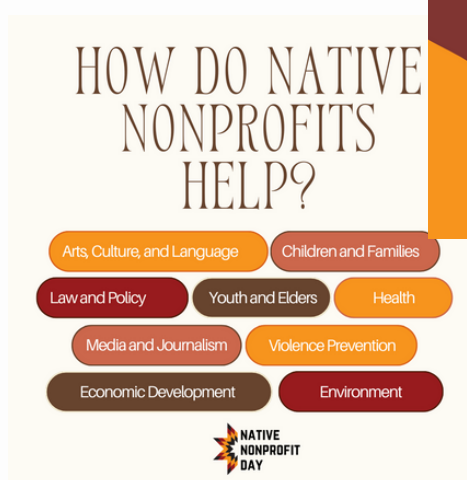
# SAMPLE OUTREACH



**Calls to Action:** Reach out to your followers using informational flyers, social media posts, brochures, and more to educate them on the movement and prepare them for the big day. Implement designs that reflect your brand, voice, and provide informational content as to what #NativeNonprofitDay is all about and when they should be prepared for it.



**Engagement:** Don't just inform but engage with your audience! Get them interested in being a part of the #NativeNonprofitDay movement by asking them to get involved on social media. Ask them to what they're doing to make a difference or have them share a #selfie while volunteering! Don't be afraid to get creative and be sure to create posts that will generate conversation!



# SAMPLE OUTREACH CONTINUED

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Our organization will be joining #NativeNonprofits across #IndianCountry in celebration of #NativeNonprofitDay on May 17, 2024! Will you join us by spreading the word?

Indigenous populations, often get lost in the larger BIPOC narrative. Donate on #NativeNonprofitDay to ensure that Native voices continue to be heard!

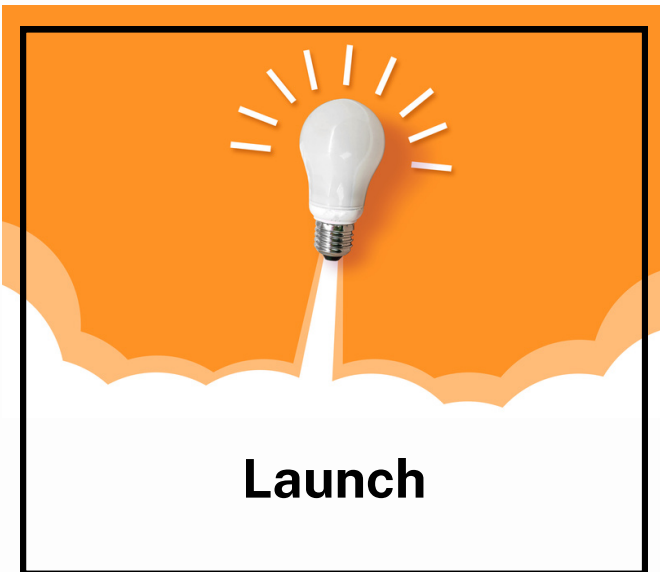
#DYK only 0.23% of #philanthropic funding by large foundations goes to #NativeNonprofits? Your support makes an impact on organizations like ours. This #NativeNonprofitDay, will you uplift our work by sharing our stories or making a donation?

#NativeNonprofitDay is all about generosity! What steps are you taking to help a Native nonprofit - donating, volunteering, advocating, following, sharing... Whatever it is, let us know by sharing your story!



# REVIEW

#NativeNonprofitDay is a platform of generosity that enables Native nonprofits to broadcast the importance of giving to #NativeLed at a national level.

A composite graphic for outreach. On the left is a collage of nine images related to Native culture, including a feathered headdress, geometric patterns, a hand holding a pipe, a Native American mask, a Native Nonprofit Day logo, a beaded necklace, a hand holding a pipe, a beaded necklace, and a drum. In the center is a smartphone displaying the "NATIVE NONPROFIT DAY" logo and the URL "NATIVE NONPROFIT DAY". Above the phone is the text "MONTHLY GIVING" and "Find a Native Nonprofit that you can give to monthly by visiting our list of Native nonprofits!". On the right is a white box with an orange border containing the text "COMING SOON", "05.17.2024", and the "NATIVE NONPROFIT DAY" logo. At the bottom of the white box is the URL "NATIVE NONPROFIT DAY". The word "Outreach" is centered at the bottom in a bold, black font.

**MONTHLY GIVING**  
Find a Native Nonprofit that you can give to monthly by visiting our list of Native nonprofits!

**COMING SOON**  
05.17.2024

**Outreach**

**NATIVE NONPROFIT DAY**

# DON'T FORGET

Visit the **NativeNonprofit.Day** website to learn more about important dates and collect valuable #NativeNonprofitDay content and other resources. However, in the meantime, please don't forget to actively use the **#NativeNonprofitDay logo** below and remember the actual date of the big day!



# CONTACT US .

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