



# NATIVE NONPROFIT DAY

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2025



# CAMPAIGN TOOLKIT

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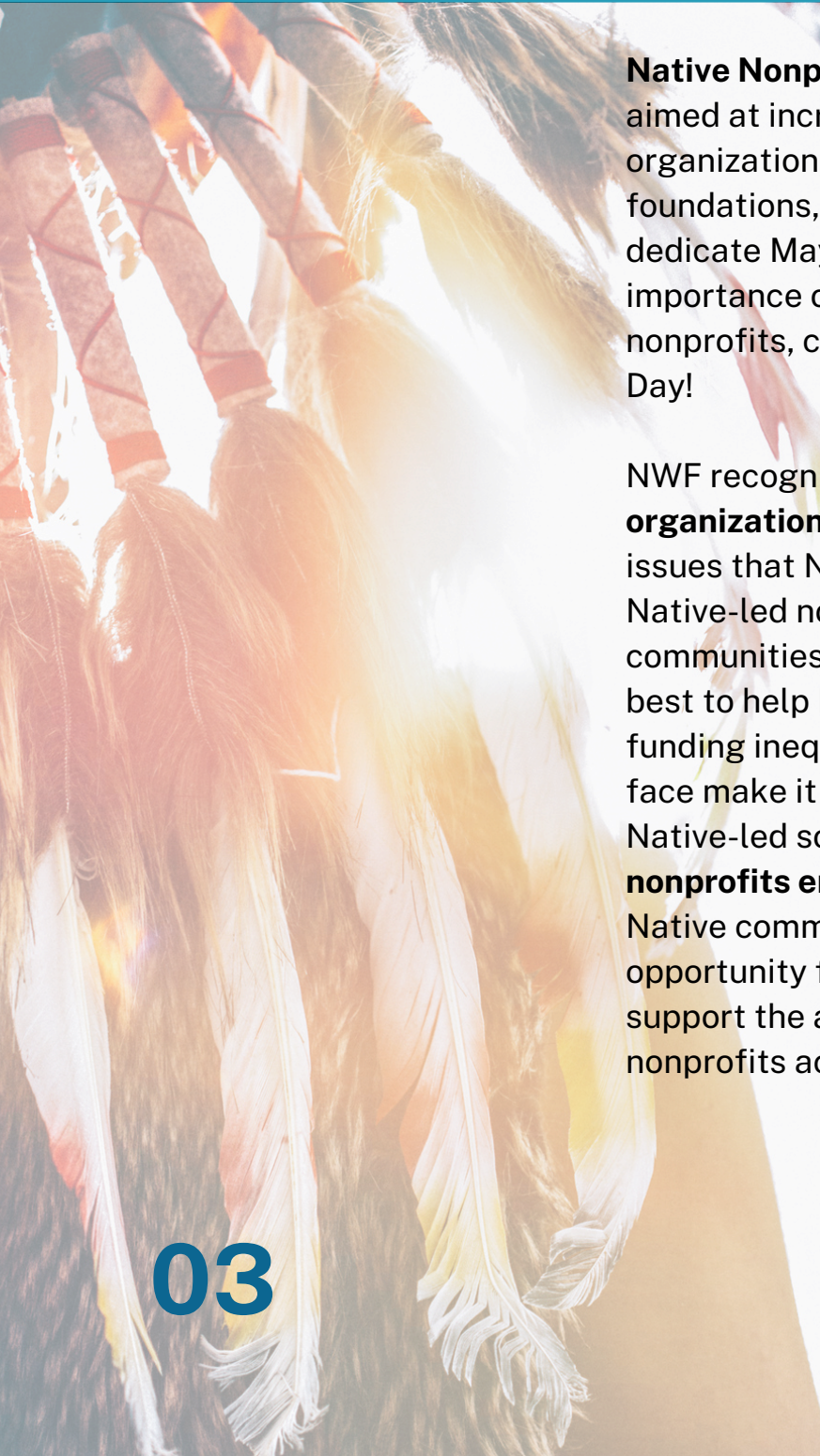
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"It's time to strengthen the circle of giving..."

# 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. NND is an innovative opportunity for donors to learn about and support the amazing work of Native-led nonprofits across the country.



# POWER OF 10 MOVEMENT

**Native Nonprofit Day** is a powerful moment for collective action, especially during these challenging times. As part of our **Power of 10 Campaign**, this day brings together foundations, donors, allies, and Native-led nonprofits to confront the chronic underfunding of Native organizations and the urgent issues intensified by recent federal actions. Native Nonprofit Day serves as a vital platform to uplift Native voices and advocate for the resources necessary to sustain Native-led solutions. It's a focused call to action — urging funders and supporters to **#GiveNative** and **#GiveNow** on a dedicated day that honors and invests in the impactful work of Native nonprofits.

**Find Your Role Today...** Together, we have the power to secure a thriving future for all generations. Join us by using your skills, strengths, and resources to build relationships, make donations, advocate for policy, share stories, and learn. Here are some examples of what you can do to take action now!

| ALLIES  | DONORS   | FOUNDATIONS  | NATIVE NONPROFITS  |
|---|--|--|--|
| Take 10 minutes to contact your elected officials in support of continued and increased funding and staffing for programs that impact Native-led nonprofits and tribes. | Give \$10 more a month to a Native-led nonprofit or recruit 10 friends to give to Native-led nonprofits. | Give more and give urgently to ensure 10% of your overall contributions go to Native-led organizations and Native nations. | Reach out to 10 of your strongest supporters— foundations, donors, media, elected officials, etc.—to nurture your relationships and call on them to act. |

# OFFICIAL LAUNCH

On **Friday, May 20, 2022** Native Ways Federation launched the first Native Nonprofit Day to celebrate the impact of Native-led nonprofits and encourage public support of their efforts. Since 2022, we've continued this effort to uplift Native nonprofits on Native Nonprofit Day across social media! In this year, in particular, we are reminded of the urgent and ongoing opportunities to be good relative and find your role in uplifting and supporting the work of Native organizations.

This is the movement to **#GiveNative** and **#GiveNow**.



# REGISTER FOR THE: NATIVE NONPROFIT LIST

We're thrilled to share that the Native Nonprofit List is moving to the Mightycause platform — just in time for Native Nonprofit Day on Friday, May 16, 2025!

## What does this mean for Native-led Nonprofits?

By joining the new platform, Native-led nonprofits will have access to powerful tools to strengthen fundraising, engage more donors, expand visibility, and leverage data insights — helping organizations grow their impact not just on Native Nonprofit Day, but every day.

[Go to GiveNative.org](https://GivNative.org) to register today!

## Key Dates

| Monday                        | Tuesday                          | Wednesday | Thursday                      | Friday                         |
|-------------------------------|----------------------------------|-----------|-------------------------------|--------------------------------|
|                               | Today<br>April 8                 | April 9   | April 10                      | April 11                       |
| Priority Deadline<br>April 14 | April 15                         | April 16  | April 17                      | April 18                       |
| April 21                      | April 22                         | April 23  | April 24                      | April 25                       |
| Final Deadline<br>April 28    | Kickoff Call Part 2!<br>April 29 | April 30  | Early Giving Begins!<br>May 1 | May 2                          |
| May 5                         | May 6                            | May 7     | May 8                         | May 9                          |
| May 12                        | May 13                           | May 14    | May 15                        | Native Nonprofit Day<br>May 16 |
| May 19                        | May 20                           | May 21    | Late Giving Closes<br>May 22  | May 23                         |

# REGISTER FOR THE: KICKOFF WEBINARS

We're hosting two webinars to help your organization prepare for the Native Nonprofit's big move to the Mightycause platform.

## Join Our Informative Webinars

Each of these webinars was created to help Native Nonprofits get the most out of their experience from joining our Native Nonprofit List! Together we'll share more about:

- Native Nonprofit Day, the Native Nonprofit List, and explore how your organization can participate in ways that work for you.
- Our partners at Mightycause will also share insights on how to join and leverage the Native Nonprofit List to support your fundraising goals.
- We'll share more about this toolkit, downloadable graphics, and Canva customizable templates.

Not able to attend or possibly missed a webinar? That's okay, too! We've got you covered! Check out our [recording and resources page](#) to feel like you never missed a beat!





# HOW TO PARTICIPATE



**Post:** Post photos and videos with a short message or story about the positive impact of a Native-led nonprofit and why you're donating to them for Native Nonprofit Day.



**Tag:** Tag [@native\\_ways](#) and use the hashtags [#NativeNonprofitDay](#), [#GiveNative](#), [#GiveNow](#), and [#PowerOf10](#) in all social media posts to encourage searchability!



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

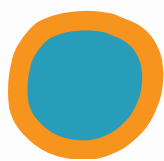
Check out fundraising and award opportunities via our Mightycause platform – nonprofits can win prizes this year!



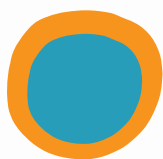


# IDEAS FOR ORGANIZATIONS

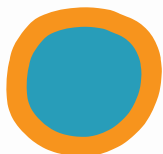
If you're a Native nonprofit, ask your Native community for stories: What does generosity in Native communities look like? Why is it so important to give to Native nonprofits? What motivates you to give your time, money, and experience to Native nonprofits?



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

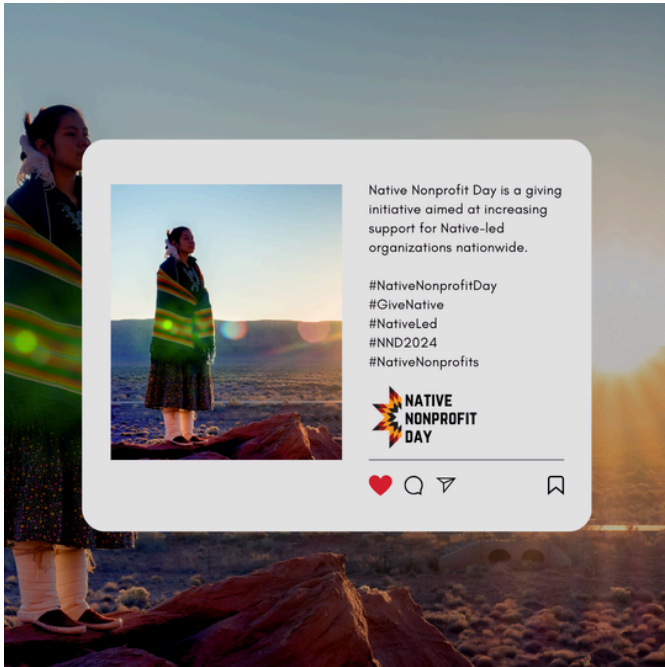


**Stories:** Ask followers for their personal stories of the positive effects of the #NativeNonprofitDay campaign. Then include them in weekly emails, newsletters, and communications channels.



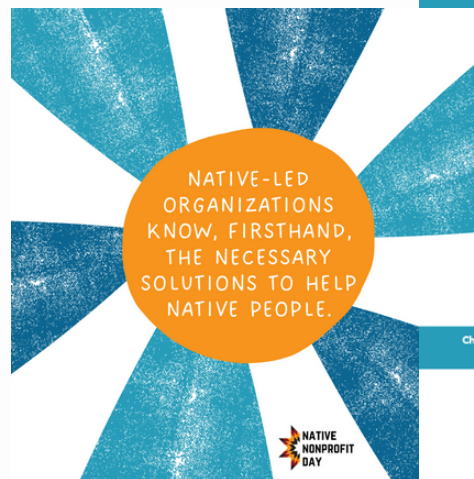
**Interview:** Interview somebody from the #NativeNonprofitDay campaign and ask them what generosity means for them and/or why giving to Native-led nonprofits is important for our nations and communities to thrive.

# 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!



## MONTHLY GIVING

Check out our list of Native nonprofits and set up a monthly recurring donation to one, today!



# SAMPLE OUTREACH CONTINUED

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Our organization will be joining #NativeNonprofits across #IndianCountry in celebration of #NativeNonprofitDay on May 16, 2025! 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!

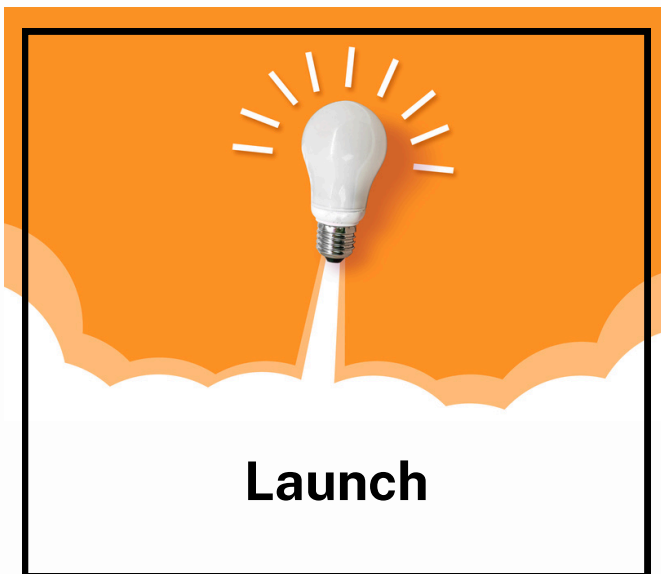
#DYK only 0.23% of #philanthropic funding by large foundations goes to #NativeNonprofits? Your support makes an impact on organizations like ours. This #NativeNonprofitDay, will you uplift our work by sharing our stories or making a donation?

#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. The moment is now. #GiveNative #GiveNow



# DON'T FORGET

Visit the **NativeNonprofit.Day** website to learn more about important dates and collect valuable #NativeNonprofitDay content and other resources. Use the #NativeNonprofitDay logo below and remember the actual date of the big day!



**Friday  
May 16, 2025**

# CONTACT US •



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