



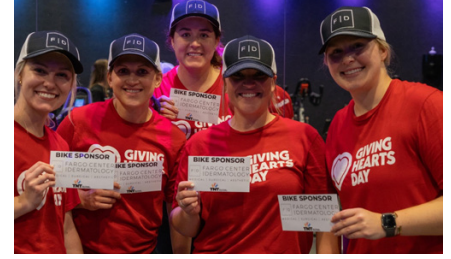
PLANNING GUIDEBOOK

A step-by-step guide for bringing Giving Hearts Day to your organization

Save the date! Giving Hearts Day is Feb. 8, 2024

HOSTED BY





BECOME A GIVING HEARTS BUSINESS

What is a Giving Hearts Business?

A Giving Hearts Business is an organization that is doing **good** in the community and helping nonprofits in our region by being part of Giving Hearts Day (GHD).

There are many ways your organization can choose to participate in Giving Hearts Day 2024. You can choose one (or all six!) of the following ways. We'll cover each area with examples of what others are doing to help get you inspired. Plus, you'll have access to resources for you to join in.

6 WAYS TO BE A GIVING HEARTS BUSINESS



Promote GHD



Donate to Charities



Volunteer



Match Employee Gifts



Purchase GHD Gifts Cards



Host a Goods Drive

In this guidebook, you will find the four easy steps to bring GHD to your organization:

STEP 1: Sign Up to be a 2024 Giving Hearts Business

New and returning Giving Hearts Businesses both need to sign up to be included

STEP 2: Decide on Your GHD Plan

We have a template and checklist to make planning easy

STEP 3: Craft a Communications Calendar

We have GHD communication templates so you don't have to recreate the wheel

STEP 4: Organize and Energize the Team

The most important step... have fun engaging your organization!

Thank you to the 503 regional businesses that signed up to be a 2023 Giving Hearts Business this past year!

[See the full 2023 Giving Hearts Business list here](#) or scan the QR code.



STEP 1

Sign Up to be a 2024 Giving Hearts Business

We want to include your organization as a 2024 Giving Hearts Business!

Signing up each year is required for **both new and returning Giving Hearts Businesses**. Don't worry, it's easy and will take less than 2 minutes! No financial commitment required.

When you sign up, you will be...

- ✔ Included as one of our amazing 2024 Giving Hearts Businesses
- ✔ Entered into a drawing to win one of five \$1,000 gifts to give to a Giving Hearts Day charity of your organization's choice
- ✔ Added to our Giving Hearts Business communications to receive important updates
- ✔ Invited to our closed Giving Hearts Business Facebook group to network and connect
- ✔ Invited to Giving Hearts Business events & trainings

[Sign up today!](#)



Enter to win by:



Signing up to be a 2024 GHD Business.



Why Choose Giving Hearts Day?

Giving Hearts Day is a 24-hour “friend-raising” event for charities in North Dakota and northwest Minnesota. Since the first event in 2008, generous donors have given more than \$165 million, 100% of donations goes directly to participating charities, and your dollars stay local. GHD is a quick and easy way to make multiple donations to charities at once and a great way to find volunteer opportunities.

Our Vision To be the most generous region on the planet!

Our Mission To inspire every community member to join a Giving Hearts movement, improving health and quality of life across the region.

Here are a few reasons why other businesses love being involved in Giving Hearts Day:



"As a local news org., Forum Communications understands how fundamental community support is. It's a great opportunity to give back to the many organizations working hard to make our community better."
- Steph S., Forum Communications



"What we love most about Giving Hearts Day is the true impact it has on our community and that we get to see it all come together on one day. It really makes us proud of where we come from!"
- Kelsey B., You Flourish Company



"Bobcat and its employees are passionate about giving back and improving the lives of those within the communities we live and work in. We believe we can help people succeed and build stronger communities for a better tomorrow."
- Tina A., Bobcat Company

Why Giving is Good for Business

Giving of Time, Talent, or Treasure



Helps employee retention and recruitment



Increases workplace productivity and satisfaction



Drives higher employee morale



Provides superior brand perception



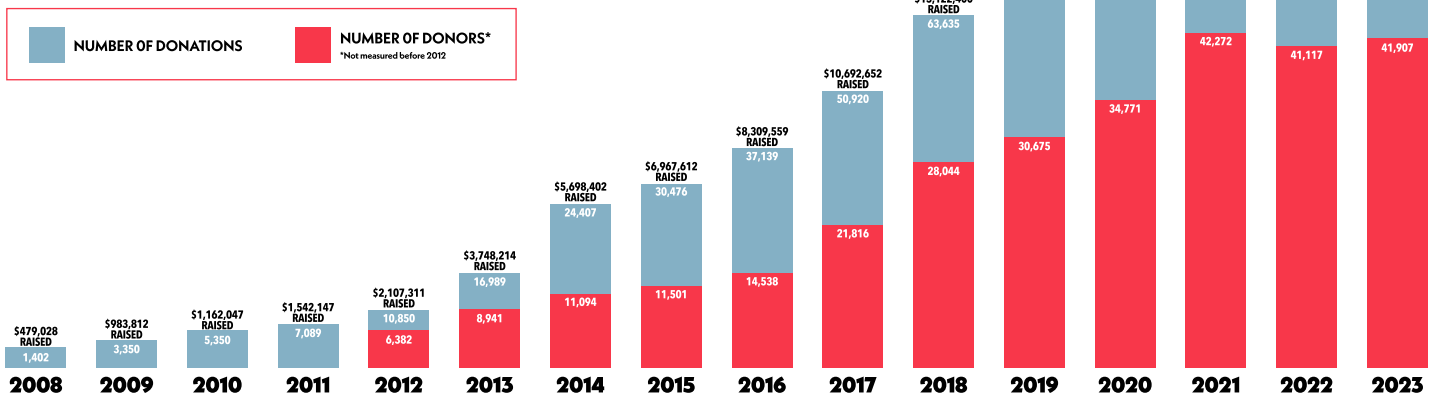
Improves leadership skills

The Impact You Are Making

GHD is an incredible way to bring meaning and purpose to the culture of your organization, to bring your team together, and to feel joyful about helping those in need. That is what Giving Hearts Day is all about!

Making a difference for 16 years!

\$165 million raised since 2008



*It's more than just a day. It's a movement.
Join a community of helpers.*

STEP 2

Decide on Your Giving Hearts Day Plan

After your organization is signed up as a 2024 Giving Hearts Business in Step 1, next up is to think about how you'd like to get involved and who on your team would be a great fit as a GHD coordinator. The GHD coordinator will help your organization plan, execute, and drive engagement with the campaign. We recommend at least two people, or creating a small committee as GHD coordinators, to increase the fun and spread out the workload.

"Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has."

- Margaret Mead

6 WAYS TO BE A GIVING HEARTS BUSINESS

There are many ways your organization can choose to participate in GHD 2024. Choose one (or all six) of the ways below.



Promote GHD



Donate to Charities



Volunteer



Match Employee Gifts



Purchase GHD Gifts Cards



Host a Goods Drive

To learn even more about the 6 ways, visit to our [Giving Hearts Business page](#) or scan the QR code below.



6 Ways to Get Involved!



#1: Promote GHD

One of the most impactful ways to help is to SHARE about Giving Hearts Day with your employees and customers!

Help get the word out about our region's largest day of giving by inviting your network to join in and give of their time, talents, or treasure.

Help drive awareness (and fun) by turning up the RED in February. Hang GHD posters around the office, wear red GHD shirts, turn outdoor office lights red, turn your website red... there are countless ways to go RED for GHD!

Get Inspired!



R.D. Offutt Company turns their building lights RED for GHD.



Nodak Mutual Insurance collects and shares employee stories about which charity they support and why.



SCHEELS Fargo has GHD displays in their store and displays the GHD dollars/raised ticker on their screens.

6 Ways to Get Involved!



#2: Donate to Charities

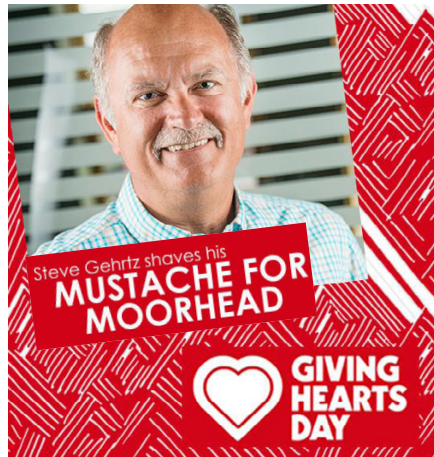
Last year, our community gave \$26 million to charities for Giving Hearts Day! Your financial gift of \$10 or more makes a huge difference to those in need.

Organizations and employees can choose to give their financial gift directly to the participating charity(ies) starting when early giving opens at the beginning of January through the end of the day February 8, 2024 (Giving Hearts Day). Gifts can be made via check to the charity(ies) of your choice or through an online donation at GivingHeartsDay.org.

Get Inspired!



Bell Bank has their Pay it Forward program, where employees are given dollars to help someone, many choose to donate their gift on GHD.



Zerr Berg Architects & Gehrtz Construction Services host a fundraising contest, the more dollars raised, the more days one of their partners has to do a crazy activity (eg shave mustache, wear pink construction helmet or use bedazzled cell phone case).



Mojo Fit Studios has classes that fundraise for GHD charities which brings clients and employees together to make a difference.

6 Ways to Get Involved!



#3: Volunteer

Did you know that you can be part of the Giving Hearts Day movement through volunteering?

If your organization coordinates volunteering events or offers volunteering benefits to employees – we want to include you as Giving Hearts Business. Using our site, you can sign up for volunteering opportunities as a team or have employees pledge to give of their time within the calendar year to the charity(ies) of their choice.

Is your organization new to volunteering? Now is the perfect time to start! Volunteer opportunities are updated on our site year-round to help you quickly and easily find ways to get involved.

Get Inspired!



Anchor Ingredients uses GivingHeartsDay.org to find group volunteering opportunities.



Fargo Center for Dermatology has year-round volunteer opportunities for their team to give back.



VISIONBank has team volunteering opportunities set up each week leading into GHD.

6 Ways to Get Involved!



#4: Match Employee Gifts

The Giving Hearts Day Matching Program is a great way to offer your employees matching funds for their Giving Hearts Day online donation with minimal administrative work for the business. (In fact, organizations have told us that we've eliminated a days' worth of work because our system does the work for you – and it's FREE!)

Your company has the ability to set match parameters around how much per employee you will match. You will receive a custom URL link that your employees should use to enter the Giving Hearts Day site, make their donation to the charity of their choice, and see your company match within their cart. This allows the employee to see the full impact of their gift and allows the match to be made in real-time and count toward the charity's Giving Hearts Day total. Your company will then be invoiced post-GHD for payment.

Get Inspired!



Sister companies Enclave and Valor Contracting offer matching gifts and GHD gift cards to employees.



West Acres offers matching dollars plus gives GHD gift cards to their employees to encourage and inspire giving.



Gate City Bank offers matching dollars for financial gifts and for volunteer hours.

6 Ways to Get Involved!



#5: Purchase GHD Gift Cards

Help your employees, customers, clients, members, and beyond experience the joy of giving by getting them a GHD gift card.

The GHD gift cards work just like a regular gift card, except instead of a "purchase", the gift card dollars are donated to a charity of the recipient's choice.

There are so many fun ways to utilize GHD gift cards. From employee Christmas gifts to event prizes, to social media giveaways, to random acts of kindness... and everything in between.

We have both physical gift cards and [e-gift cards available](#) starting mid November.



Get Inspired!



FMWF Chamber runs social media engagement challenges with GHD gift card prize giveaways to boost awareness and invite others to join on the day.



BCBSND and their Caring Foundation gifts employees GHD gift cards after they spend time volunteering for a charity.



Dale Carnegie of ND and Northwest MN sent GHD gift cards to clients as Christmas gifts.

6 Ways to Get Involved!



#6: Host a Goods Drive

Did you know that you can be part of the Giving Hearts Day movement by donating goods to a charity?

If your organization coordinates a goods drive or supports a charity through donations of goods – we want to include you as Giving Hearts Business.

Using our GivingHeartsDay.org site, you can find charities looking for specific goods to help support their mission. This functionality is open year-round to you for quick and easy searching.

Get Inspired!



The Title Company invites a charity into their office before GHD to talk about their mission and hosts a goods drive to support that charity.



Kirkwood Bank & Trust hosted a goods drive at their locations in Dickinson and Bismarck; they collected over 2,300 food items for two local nonprofits.



Activate Therapy hosted a GHD goods drive at their office.

Check out this [goods drive how-to:](#)





OUR GHD PLAN!

Use this worksheet to capture starting ideas for your organization's 2024 GHD campaign.

1. Who on the team will be volunteering as the GHD coordinator(s)?

2. What worked well for us in past GHD (or other) campaigns we've been involved in?

3. Which of the six ways do we want to get involved in for GHD 2024?

- | | |
|---|---|
| <input type="checkbox"/> 1. Promote GHD | <input type="checkbox"/> 4. Match Employee Gifts |
| <input type="checkbox"/> 2. Donate to Charities | <input type="checkbox"/> 5. Purchase GHD Gift Cards |
| <input type="checkbox"/> 3. Volunteer | <input type="checkbox"/> 6. Host a Goods Drive |

3. What ideas do we have for the selections above?

4. What would we like our GHD campaign timeline to be?

Start Date:

End Date:

Communication Platforms:

Other Key Dates:

5. How can we make our GHD campaign fun and engaging (in-person + virtual)?

6. What hurdles or challenges might we need to take into account?

7. Will our proposed plan need to be presented to leadership?

8. The next steps needed to make us successful are:



GHD PLANNING CHECKLIST

How to bring GHD to your organization.

Before GHD

- Gain leadership buy-in for GHD campaign
- Determine the GHD campaign coordinator(s) at your organization
- Sign up to officially be included as a 2024 Giving Hearts Business! (p. 3)
- Review the Giving Hearts Business Planning Guidebook (this document!)
- Capture your organization's GHD plan (p. 6)
- Create your GHD campaign communication plan (p. 15)
- Purchase Giving Hearts Day gift cards (November through January)
- Request your custom URL for matching employee gifts (November through January)
- Opt in to our Giving Hearts Business emails
- Check out our Giving Hearts Business digital toolkit for resources, logos, templates, graphics, and more
- Order your RED GHD shirts for the team or to use as give-aways during your campaign
- Grab your RED GHD snowbank signs at DMF or your nearest Gate City Bank location in January
- Reminders for Giving Hearts Day and how to get involved are critical for February 6, 7, and 8
- Personally invite team members to participate in Giving Hearts Day, giving time, talent, or treasure!

Key Dates

- November 6**
GHD Lunch & Learn Series
- November 13**
GHD Giftcard Purchases Open
- December 11**
GHD Lunch & Learn Series
- January 2**
GHD Sign Requests Open
- January 10**
\$1,000 (5 of them) Sign Up Challenge Closes
- January 15**
GHD Lunch & Learn Series
- January 25**
Match Link Request Closes
T-shirt Sales Closes
- February 5**
GHD Pump Up the Jam Event
- February 8**
GHD!!!

Day-of GHD (February 8, 2024)

- Energize the team! (p. 16) GHD coordinators create excitement and energy around Giving Hearts Day (or perhaps around a particular charity(ies) for Giving Hearts Day - depending on how your organization chooses to get involved)
- Make it FUN! Consider: desk drops, an event, prize drawings, spotlight a charity, personal asks, treats, etc.
- Turn up the RED at your office! Wear GHD shirts, turn building lights red, put out snowbank signs and posters, etc.

After GHD

- Thank the team for their involvement
- Share key stats from Giving Hearts Day/DMF (watch your email for an impact report to be sent out!)
- Post GHD debrief with your GHD coordinators to capture ideas for next year

STEP 3

Craft a Communications Calendar

Now that you have your plan set from Step 2, it is time to organize how and when you'd like to communicate with your employees about Giving Hearts Day. We have a recommended timeline for communications and templates for you to utilize to make execution super easy. You can also get creative and do your own thing - whatever feels right for you and your organization.

To really hype up GHD and to drive energy towards the day, we recommend sending a weekly email to employees plus a weekly social media post starting mid-January, followed by a few more communications the week-of Giving Hearts Day (9 emails total - outlined below). This cadence has seemed to be effective for many organizations.

GHD Communications Calendar Template

Email & Social Post	Subject	Date
#1	We are excited to be a Giving Hearts Business!	Jan.11
#2	What is Giving Hearts Day and why does it matter?	Jan. 28
#3	How YOU can get involved in Giving Hearts Day	Jan. 25
#4	Time to turn up the RED for Giving Hearts Day!	Feb. 1
#5	Last chance for early giving	Feb. 7
#6	Final countdown...Giving Hearts Day is two day away!	Feb. 7
#7	It's Giving Hearts Day TODAY! Join us!	Feb. 8 (a.m.)
#8	So much generosity already!	Feb. 8 (p.m.)
#9	Thank you for being a Giving Heart!	Feb. 9

Of course this is just a recommendation!
You get to decide what communications feel best for your team!

Visit the website for communication templates.

STEP 4 : Organize and Energize Your Team!

This is probably the most important step to your GHD campaign. It is GO TIME for rallying the troops and activating your organization!

We'd love to have your GHD coordinators create excitement and energy around Giving Hearts Day (or perhaps around a particular charity(ies) your organization is supporting). Reminders for Giving Hearts Day and sharing how employees can get involved are critical for February 6, 7, and 8. Remember... people tend to need 4+ communications to make something "stick"!

Get Inspired!



AgCountry organized an employee celebration event on Giving Hearts Day & presented a donation to charity.



Heyer Engineering coordinates personal invitations for employees on GHD, reminders about participating in the day, red GHD t-shirt give-aways, and treats in the break room.



Lillestol Research plans fun and engaging themed activities on the days leading up to GHD.

*There is no wrong way to energize your team.
Get creative and do something unique to your organization!*





Lunch & Learn SERIES

Connection. Activation. Impact.

As a Giving Hearts Business, we are excited to invite you and your team to a monthly Business Lunch & Learn series. Our goal with this series is to bring community leaders together to meet and learn from each other, to explore how businesses can be part of Giving Hearts Day, and to connect you with local nonprofits.

Last year, we had more than 300 attendees representing 98 unique businesses, and we hope to see even more this year. If your business is not a Giving Hearts Business, click the button below to get started.

What You Can Expect

Food, networking, learning, and fun!

Each Lunch & Learn is centered around a topic to help you get your business excited about giving back. Attendance is completely optional, but rumor has it, there is an award for perfect attendance.

Did we mention it's going to be FUN? You won't want to miss a single one!

Event Details

Each event goes from 11:30 a.m. to 1 p.m. at Dakota Medical Foundation. Lunch and good times will be provided!

Read below for more details and how you can sign up.

Join Us!

- November 6, 2023
- December 11, 2023
- January 15, 2024
- February 5, 2024

Learn more & [sign up](#)



GRATITUDE

Thank you for being involved as a Giving Hearts Business and spreading the word to your employees about our region's largest day of giving! There were over 503 businesses involved last year, and we are thrilled to have YOU to be included as a part of this incredible movement to help others.

RESOURCES

Contact Us:

GHDbusiness@dakmed.org

701-271-0263

Dakota Medical Foundation

4141 28th Ave. S, Fargo, ND 58104

GHD Digital Toolkit:

Lots of resources to help you with your GHD campaign! Check out our GHD digital toolkit at GivingHeartsDay.org:

You won't want to miss...

- Email and social media templates
- Inspiration ideas from other Giving Hearts Businesses
- GHD stats from last year's campaign
- and lots more!



You are Amazing

From the bottom of our hearts, thank you for being a part of the Giving Hearts movement and for bringing GHD to your organization. We hope that you find this opportunity joyful and fulfilling. We also hope that you know the substantial difference you are making in the lives of others, through helping us to invite more people to connect with and support our local charities. We couldn't do this without **you**.

With sincere gratitude,
The GHD Team

