

Nonprofit Social Media Toolkit

UTAHGIVES is Utah's statewide spotlight on generosity: a day when nonprofits across the state come together under one banner to inspire giving and strengthen our communities.

When we all share our stories and rally our supporters, the impact multiplies. Every post, every email, every share doesn't just highlight your mission — it fuels a larger movement of generosity across Utah. By joining your voice with **UTAHGIVES** on April 30, you shine a light on your work while helping build momentum for a stronger, more connected state.

When we give together, we grow together.

Ready-to-Go Social Media Content

   Tag us: @utahgives

Launch Post

Something new is coming to Utah.

On April 30, we're proud to be part of the very first **#UtahGives** — a statewide day of generosity celebrating the nonprofits that make Utah stronger.

When you support [Nonprofit Name], you help [impact]. Join us. Let's build this together: [link]

Early Giving Post

Early Giving is open!

You don't have to wait until April 30 to be part of **#UtahGives**. Starting today, you can support [Nonprofit Name] and help [].

Be among the first to give and help us build momentum: [link]

Downloadable Files

-  [UTAHGIVES Logos](#)
-  [Social Graphics](#)
-  [Facebook Banners](#)

Pro-tip: Use 1–3 consistent hashtags on every post to increase visibility and connection across the statewide campaign:

#UtahGives
#UtahNonprofits
#GiveLocalUtah
#GiveTogetherBuildUtah
#GiveWhereYouLive



One-Week Countdown Post

One week until Utah makes history.

On April 30, we'll join nonprofits across the state for the first-ever #UtahGives. When you give to [Nonprofit Name], you help [].

It's not too early to be a part of it: [link]

Day-Of Posts (April 30)

Morning Post

Today's the day. #UtahGives is here.

Utah is coming together to support local nonprofits — and your gift to [Nonprofit Name] helps [].

Give now and be part of this first statewide day of giving: [link]

Midday Momentum Post

Utah is showing up.

So far, we've raised [\$ / reached X donors] — and every gift helps [].

There's still time to be part of this historic first #UtahGives: [link]

Final Call Post

This is it, Utah.

Only hours left in the first-ever #UtahGives. If you've been meaning to give, now's the moment. Your support of [Nonprofit Name] helps [].

Give before midnight: [link]

Suggested Posting Calendar

- **3–4 Weeks Before April 30**
Launch Post
- **April 6 – Early Giving Opens**
Early Giving Post
- **1 Week Before**
Countdown Post
- **April 30 – Giving Day**
Morning Post
Midday Momentum Post
Final Call Post
- **May 1 (or Within 48 Hours)**
Thank You Post



Thank You Post (May 1 or Within 48 Hours)

Utah, you did it!

Thank you for showing up for the first-ever #UtahGives. Because of you, [Nonprofit Name] can [].

This is just the beginning. Together, we're building something powerful.

Build Your Communications Plan

Who, What, When, and How Often:

Developing Your UTAHGIVES Day Communications Plan with GiveMN

This training walks you through building a simple, strategic communications plan that keeps your donors engaged before, during, and after April 30. Whether you're a small team or a larger organization, this session will help you clarify your messaging, timing, and audience so you can communicate with confidence.

- [Video Recording](#)
- [PDF of Training Slides](#)

Storytelling Support

The UTAHGIVES Guide to Storytelling helps you move beyond announcements and into impact-driven messaging. Learn how to center your donor, highlight transformation, and tell stories that inspire action.

If you're unsure what to post, start with a story.

- [UTAHGIVES Guide to Storytelling](#)

For platform-related questions or technical support at any stage of your campaign, visit the MightyCause Help Center. Here you'll find step-by-step guides, FAQs, and live support options to assist you quickly.

<https://support.mightycause.com/hc/en-us>