



DO SOME  
*good*

## How Nonprofits Can Support Their Programs & Engage the Community



# How can Do Some Good be used to Help?

Nonprofits provide essential services to society's most vulnerable and we want to help you find the support you need to continue onwards during this time.

## In this presentation, we will cover:

- The importance of sharing positive stories
- How to get virtual volunteers to help
- How to easily find skilled volunteers
- How to share other needs your organization has
- How to increase reach, exposure and support



Here is a link to the [VIDEO WEBINAR](#) (22 minutes) going over this content.



# Transformational Tools To Raise Awareness

Engage volunteers, inspire donors, & partner with businesses



- If you have an account, [Log in](#)
- If you don't have an account, [visit our website](#) and register your organization for FREE

*\*Our platform and its features can be used for FREE by worthy causes, anywhere in Canada, because of our Community Partners and Good Companies.*



# Inspire Hope by Sharing Positive Stories

Amid all the uncertainty, sharing stories of kindness and compassion goes a long way to bring people joy, ease anxiety, remind us of our humanity, and help people feel like they are still connected, keeping our community strong.

- Post your inspirational stories on the Do Some Good platform, then share to social media and inspire others to do the same.
- Remember to recognize those that are helping! @ Mention people, organizations or companies that are helping.
- If you post on social media, remember to use the hashtags: #DoSomeGood #SnapSomeGood and #randomactsofkindness

**BONUS:** In some areas, our stories are feeding into the Local Media! This means extra reach and exposure!



Listen to [Do Some Good on CBC Radio](#) (skip to 1:47:19 - 1:56:45), speaking to the importance of stories of goodness during this time.



# Inspire Hope by Sharing Positive Stories

**Posting as**

If you are an admin, you can **post as yourself or on behalf** of your business or organization by selecting from the drop down menu.

**@ Mentions**

Recognize those doing good by @ mentioning Good Companies, community organizations and other users on Do Some Good. This increases your reach by showing your post on the profile of those you've mentioned.

**Images**

Want more eyes on your post? Add a single image that speaks to your post or captures the essence of your message.

**Pin**

Already posted a story or video elsewhere? Embed tweets, YouTube videos, or images from FaceBook or Instagram to gain further reach! It's so easy to share your story across multiple platforms!

**Social Media Integration**

**Share**

Want to expand your story's reach? Once you post, use the 'Share' button to distribute it across your social media platforms!

What should you post about? Share stories that celebrate and recognize goodness, no matter how big or small! Whether you're posting about a cause that matters to you, volunteerism, a donation or an act of kindness, the aim is to inspire others and share the great things that people are doing in our community to make it a better place!

2156 **Post**

Learn [more about Posting Stories](#).

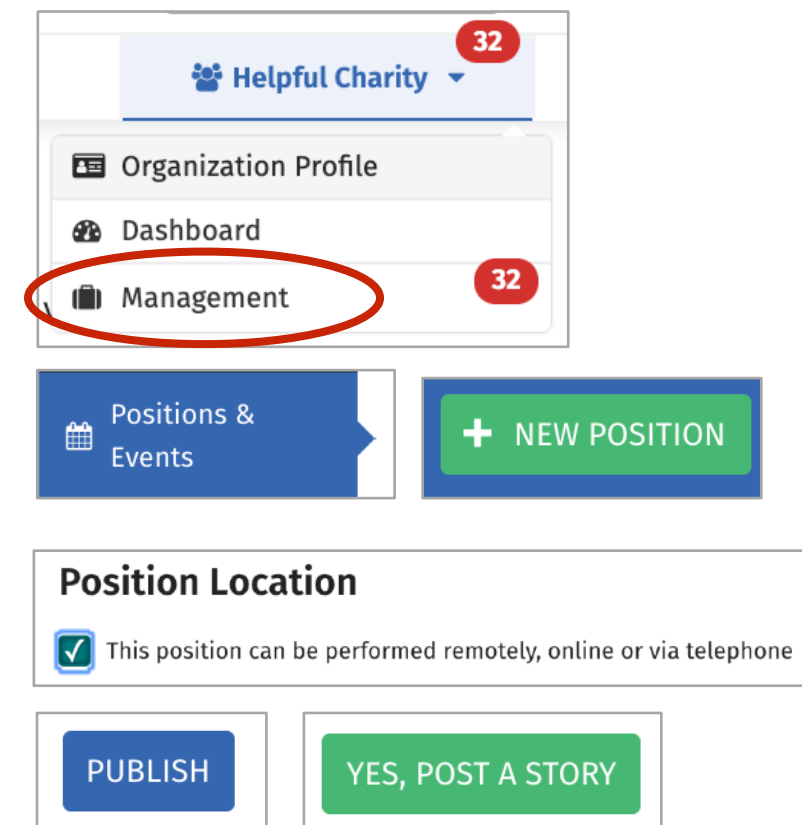
## Did you know?

You can use our widgets to update your website with your latest stories and have volunteer positions and events that you've posted feed directly to your website. [Learn more about widgets](#) and see a live Local Food Bank example.

# Recruit volunteers - Post a Virtual Position

With the move to social distancing, there are now numerous skilled workers with time on their hands and a desire to give back. Learn more about [posting virtual volunteer positions](#).

- Go to your Management area.
- Choose 'Positions & Events' from your navigation on the left
- Choose “ + New Position”
- Fill out the fields
- Be sure to select "This position can be performed remotely, online or via telephone" to create a virtual position that can be accessed from anywhere in Canada
- Then “Publish” and share your position as a story



Our Do Some Good team will be doing everything they can to share these virtual opportunities via our social networks and through our partnerships with local media companies to ensure your organization gets the support it needs.

**TIP:** You can also [post your Virtual Events & Fundraisers!](#)

# Examples of Virtual Volunteer Positions

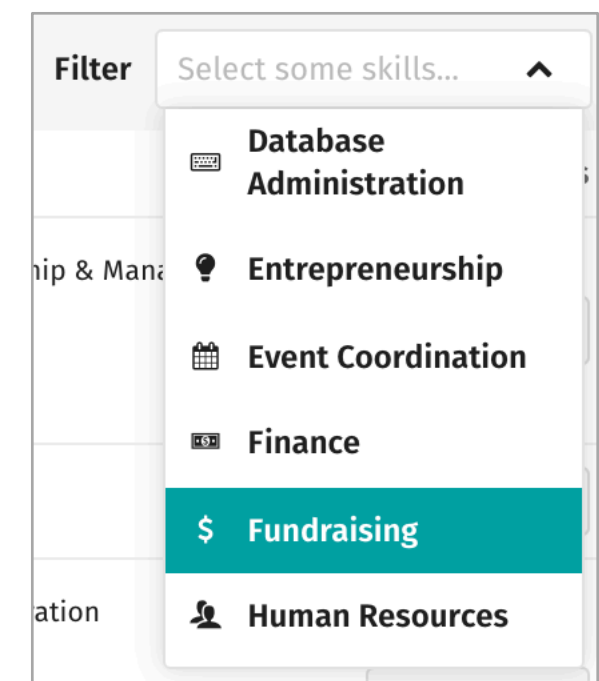
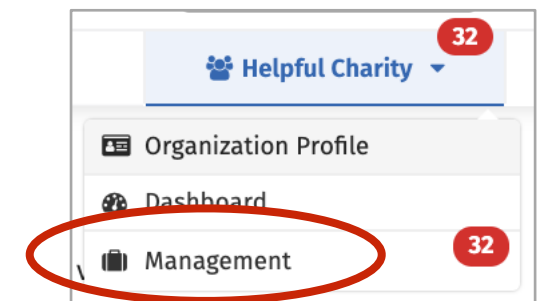
- **Grant Writing** - get someone to help write proposals to secure emergency support and funds for your organization
- **Social Media** - enlist someone to help share positive stories (that are needed right now) and about how your organization has and continues to make an impact in the community
- **Accounting** - have someone help with budgeting, forecasting or overall financial guidance and strategy
- **Letter writing** - get people to write emails or letters to the people your organization supports that may not be able to access in-person services right now - a great way to brighten someone's day
- **Mentorship / Coaching** - enlist business professionals to offer guidance with business strategy or elevator pitch coaching via a 1-hour phone call
- **Virtual Events & Fundraisers** - have someone run or train your team on how to use online tools to host virtual events
- **Graphic Design** - have someone help with creating graphics for your website or for a social campaign
- **Communications** - have someone help do an audit of your communications or help set up email marketing
- **Website Design** - have someone help update your website and improve your SEO to help with both short-term and long-term success
- **Video/Photo Editing** - have someone help take photos or videos that you have, edit them and create resources that you can use to help within your communications

# Conduct Outreach and Find Skilled Volunteers

You can access a list of skilled individuals who are willing to help, to make it easy to conduct outreach. Filter the list by the skills that you're in need of and find the perfect person to help during this time!

- Go to your Management area.
- Choose 'Volunteers' from your navigation on the left
- Choose the 'Recruit Interested Volunteers' tab
- Show people in your area or from anywhere in Canada
- Filter the list by skills you need
- Visit their profile to learn more or message them to ask for their support

**Fun Fact:** There are already 300+ skilled volunteers near Kelowna willing to be contacted and over 800 across Canada!





# Post other Needs on our #CommunityNeeds Marketplace

Do Some Good is getting a number of requests from the community about what they can do to support local nonprofits. As a result, we've created a Community Needs Page where posts with any support you need will be centralized and promoted for the community to see.

- Post a story on our platform about your needs and hashtag #CommunityNeeds.
- Ensure there are clear instructions (e.g. where to drop off a donation item) or contact information so the public can get in touch.
- Share your post to social media.
- That's it! We'll do the rest of the work to make sure the community can see and support your needs.



Visit the [#CommunityNeeds page](https://www.DoSomedGood.ca/organization/communityneeds) on Do Some Good



# Continue to Recognize and Thank your Supporters

Do Some Good is totally FREE for your organization to use thanks to our [Good Companies](#). These pillars of our communities have supported you in the past, so now is also a very important time to thank them. Here are some easy ways to do so.

- Visit their profile on Do Some Good and write them a testimonial. [Learn more.](#)
- Post a story on Do Some Good and @ mention a business to share how they have supported you. [Learn more.](#)
- Go to the 'Business Recognition' page in your Management area and add a connection to them, so their logo appears on your profile. [Learn more.](#)
- Embed the 'Business Supporters' widget on your website. [Learn more.](#)



Now is the time to get the most out of the platform. Post your volunteer positions & stories, create and share your virtual events and fundraisers, and post any organizational news & updates on our platform - everything gets shared with local media so you get more exposure!



# Things are changing every day, so please stay connected!


- Follow us on social media @DoSomeGoodCA
- Join our [#CommunityNeeds Facebook group](#)
- At the top of the newsfeed, you will see an important update for Nonprofits. We will continue to update this to support you. You can also visit that resource directly by clicking [HERE](#).



## IMPORTANT COVID-19 UPDATE

FOR NONPROFITS

[Find Out More](#)



**Do Some Good**  
You're part of a force for good, making impact on

8392  
ORGANIZATIONS

1,153,688  
TOTAL HOURS





[www.DoSomeGood.ca](http://www.DoSomeGood.ca)

[@DoSomeGoodCA](https://www.instagram.com/DoSomeGoodCA)

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