

# November 6, 2025



## Charity Profile & Promoting Fayette Gives

# About Fayette Gives

- Fayette Gives is a “day of giving” hosted by the Community Foundation of Fayette County (CFFC) that aims to build a stronger Fayette by engaging the community in philanthropy and supporting local charities.
- During this fundraising marathon, the public donates to participating charities and special incentives are offered to promote the excitement and impact of charitable giving.
- Fayette Gives highlights local charities and encourages everyone to be a philanthropist through a community-wide effort to give back.

# About Fayette Gives

- In its first five years, Fayette Gives has raised over \$2.5 million for more than 100 Fayette County charities.
- This is all thanks to donors across Fayette County (and beyond) and the hard work and fundraising efforts of the charities!
- The Fayette Gives sponsors have also been generous in providing an extra pot of money to be used for incentives. These incentives help motivate donors to give, and they provide bonus dollars for charities. (Hourly prizes will be announced in August.)

# 2025 Timeline

November 6, 2025

**Registration:** June 2 – August 29

**Profile Completion:** by September 8

**Offline Donations:** September 8 – November 6 at 8 p.m.

**Online Donations:** November 6 from 8 a.m. to 8 p.m.

**Fayette Gives:** November 6 from 8 a.m. to 8 p.m.

Your hub for all things Fayette Gives: [www.fayettegives.org](http://www.fayettegives.org)

# Charity Profile

- Each participating charity has a profile at [www.fayettegives.org](http://www.fayettegives.org)
  - This appears once your charity's registration is approved
- Great opportunity to showcase your mission and your impact
- Using the Search, donors can find your charity and click to view your profile before selecting your charity for a donation
- You can also share a direct link to your charity profile



## Search

Search (e.g. SPCA, Food Bank)

[View All](#)

[Hide Filters](#)

## Filters

Select a Cause

Location (e.g. Uniontown, PA)

52 Results



### A Child's Place, PA

Pittsburgh, Pennsylvania

VIEW



### Albert Gallatin Human Services Agency, Inc., Masontown Senior Center

MASONTOWN, Pennsylvania

VIEW



### American Red Cross - Chestnut Ridge and Allegheny Mountains Chapter

Greensburg, Pennsylvania

VIEW



### Arc, Fayette

Uniontown, Pennsylvania

VIEW

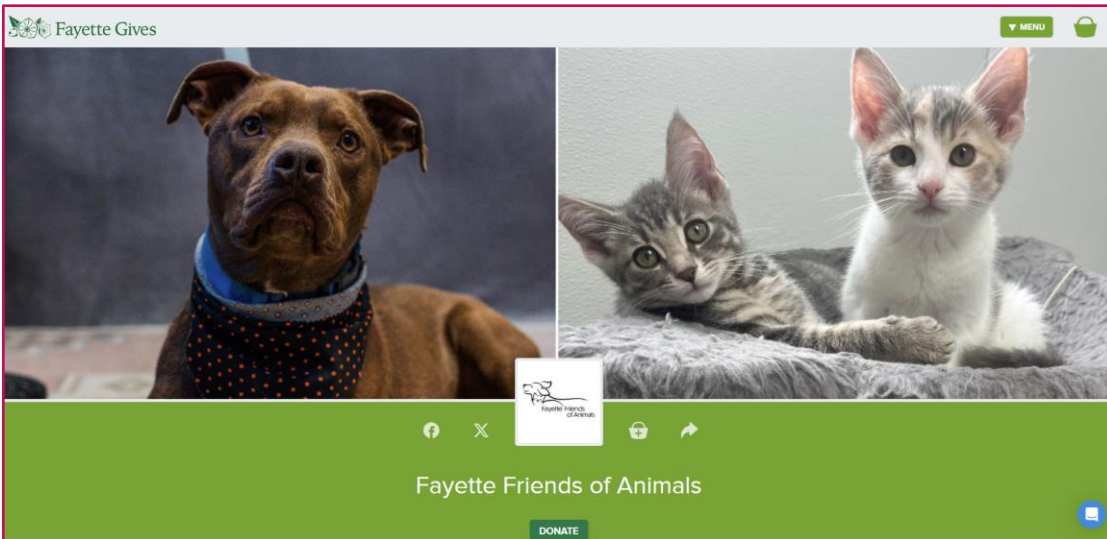
## Filters

Select a Cause

Select a Cause

- Animals
- Arts and Culture
- Children & Youth
- Community Development
- Conservation/Preservation
- Diseases & Disorders
- Economic Development
- Education
- Health Care
- Human Services/Basic Human Needs
- LGBTQ+
- Mental Health
- Recreation
- Religious
- Safety Services
- Social Justice
- Tourism
- Veterans Services
- Workforce Development





**\$50**

*Vaccination Hero: Help test and vaccinate a shelter animal!*

**\$100**

*Medical Care Champion: Supports critical medical care and emergencies!*

**\$250**

*Spay & Neuter Advocate: Help us spay or neuter to reduce the # of strays.*

**\$500**

*Shelter Guardian: Contribute to the shelter's general operating costs.*

**\$1,000**

*Forever Friend: Helps fund larger shelter initiatives and new programs.*

**CHOOSE YOUR OWN AMOUNT**

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**Our Story**

**OUR MISSION**

Fayette Friends of Animals is a 501(c)(3) non-profit dedicated to the humane treatment and improved quality of life for animals. We operate a fiscally responsible, no-kill shelter for stray, abandoned, and surrendered pets, ensuring they receive the care needed to find loving homes. Through education and community outreach, we promote responsible pet ownership, advocate for spaying and neutering, and strive for a world where every animal is treated with love and respect.

[www.fayettegives.org](http://www.fayettegives.org)

**OUR VALUES**

At FFOA, our values are deeply rooted in the compassionate care of animals, our team, and the broader community. These principles guide every aspect of our work and interaction.

- **Compassionate Care:** We approach every animal, adopter, and community member with empathy and kindness.
- **Respect for Dignity:** We believe in the inherent dignity of every living being and we honor the unique bond between humans and animals.
- **Making a Difference:** Our work is driven by a commitment to make a significant, positive impact in the world. Every action we take is with the goal of making a meaningful difference in the lives of the animals and community we serve.
- **Belief in Individual Worth:** We treat every animal and person as an individual, recognizing their unique needs and value. Our personalized approach to this work reflects our respect for the life and circumstances of each being.
- **Unity and Teamwork:** We believe that collaboration and teamwork are essential to our success. By working together—staff, volunteers, adopters, and supporters—we can create a stronger community for animals.
- **Education as a Key to Change:** We believe that education is essential to ending animal suffering. By providing education on responsible pet ownership, animal welfare, and the importance of humane treatment of all animals, we are empowering our community to make a difference.

**The community keeps our shelter running! It is because of you and your contributions that we can continue to do the important work of Giving Animals a Second Chance at Happiness since 1998.**

Learn more by visiting our [website](http://www.ffaoshelter.org) and following us on [social media](#).

[www.ffaoshelter.org](http://www.ffaoshelter.org)

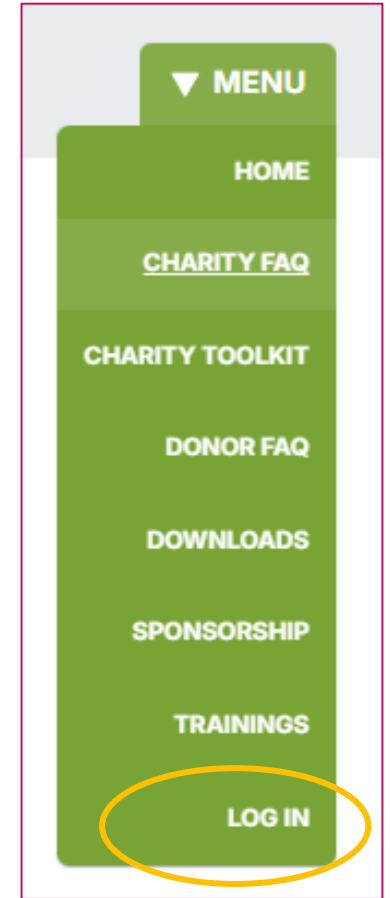
Fayette Friends of Animals [profile](#):

- Cover photo and logo
- Donation levels with photo & description
- Description with hyperlinks & more photos



# Copy Your Profile

- GiveGab/Bonterra is the name of the platform we use for Fayette Gives. Use the “Login” button on the Fayette Gives website menu.
- If you have participated in another GiveGab giving day (including Fayette Gives 2024), you can copy your profile from a previous giving day.
  - Then, you can edit with updated information for this year.
  - Or you can “Create a New Profile”





# Copy Your Profile



## Welcome to Another Giving Day!

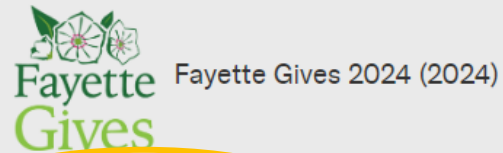
As a giving day veteran, you may want to copy over content and settings from the profile you created for a previous giving day. You can edit your profile afterwards to ensure it represents your organization correctly in your upcoming giving day.

108 Days to Launch

Participation Approval Status

Approved


Your Fayette Gives registration is approved! The Community Foundation of Fayette County is happy to have you on board for this community-wide "day of giving" on November 6, 2025. Further information and announcements will be sent via email.




Create a New Profile

Copy This Profile

# Edit Your Profile




HomeSupportSubmit an IdeaRebecca



Charity Name


Giving Days


Manage Organization





**Fayette Gives 2025**  
\$0.00 Raised • 0 Donors • 0 Gifts

**Get Set Up**  
Complete the steps below to be sure that you are set up and ready to participate in Fayette Gives 2025.

Add Your Organization's Info

Add Your Story

Add Donation Levels

Add a 'Thank You' Message

Reset Profile


112 Days to Launch

Participation Approval Status


Approved

Your Fayette Gives registration is approved! The Community Foundation of Fayette County is happy to have you on board for this community-wide "day of giving" on November 6, 2025. Further information and announcements will be sent via email.


www.fayettegives.org



Fayette Gives



[Home](#) [Support](#) [Submit an Idea](#) | [Rebecca](#)



Charity Name


Giving Days

Manage Organization

Add Administrator

Edit Information

Documents



Fayette Gives 2025

\$0.00 Raised • 0 Donors • 0 Gifts

Get Set Up

Complete the steps below to be sure that you are set up and ready to participate in Fayette Gives 2025.

✓

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Your Fayette Gives registration is approved! The Community Foundation of Fayette County is happy to have you on board for this community-wide "day of giving" on November 6, 2025. Further information and announcements will be sent via email.

You can Add Administrators to your charity's account, to enable other team members to work on your profile.


You will see a green checkmark when the section is completed.

www.fayettegives.org



 Add Your Organization's Info

**Website**

**Logo**  
  

**Select Image** **Remove**

Image should be 5MB max and a JPG, JPEG or PNG file type.  
Recommended dimensions: 300x300

**Causes** (optional)  

**Cause #1**

**Cause #2**

**Cause #3**

**Save**

These “Causes” are used for the Search filter on the website!

Be sure to click “Save” for each section as you make edits.



## Add Your Story

### Cover Photo



Select Image

Remove

Image should be 5MB max and a JPG, JPEG or PNG file type.  
Recommended dimensions: 1500x500

### Set a Goal

☐ Display Goal on Profile

### Tell Your Story

Formatting ▾

**B**

*I*

U



**A** ▾




More Options

Rich text formatting includes bulleted lists, adding photos, and hyperlinks.  
Add your website link in this section!

# Profile Story Prize

\$50 cash prize awarded to each charity that adds content to the “Tell Your Story” section in their profile by September 8. *Limit one prize per charity. Prize will be applied on Fayette Gives day.*

 Add Your Story


Tell Your Story

Formatting ▾ **B** *I* U ✎ ☰ ☷ ☰ ▾ **A** ▾ ...

Note: Pasting text from an outside source into this text editor can cause inconsistent styling on your public-facing profile. If you are inserting copied text, please **highlight all** inputted text and select the "Clear Formatting" wand icon before reaching out to support.



Donation levels are optional. Donors can choose a custom donation amount, with or without the suggested amounts.

 **Add Donation Levels**

We recommend having 3 or 4 donation levels.

**Dollar Amount**

\$

0.00

**Description**

Save

Cancel

**Image**


Select Image

Remove

Image should be 5MB max and a JPG, JPEG or PNG file type.  
Recommended dimensions: 600x400.

*Reminder: Fayette Gives minimum donation is \$25.*

[www.fayettegives.org](http://www.fayettegives.org)


 **Add a 'Thank You' Message**

Please provide a "thank you" message, as well as an image or video link!

**Thank You Message**

**Youtube or Vimeo Link**


Don't have a video to link to? No biggie! Upload an image, and we'll use that instead.




We encourage you to write a thank-you message, even if you don't add a picture or video, to be included in the donor's email receipt.

# Scroll Down for Resources


## Donation Tools

 Manage Donations


## Get Prepared

 Webinars and Workshops


 Giving Day Toolkit


 Help Center

## Other Actions

 Engagement Opportunities

 Add External Fund

 View Registration Info

 View Your Profile

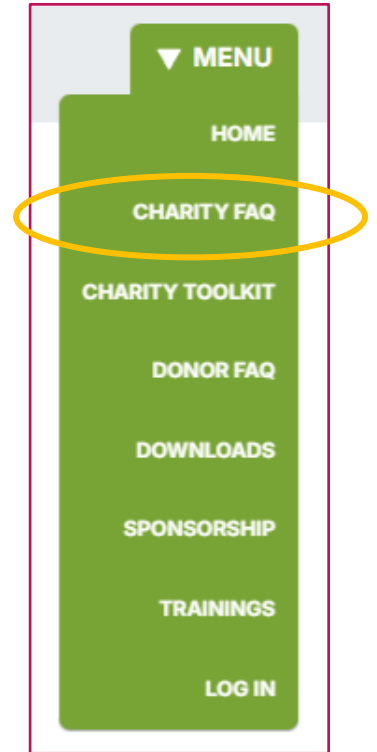
## Share Your Page

| Direct link for your charity profile page



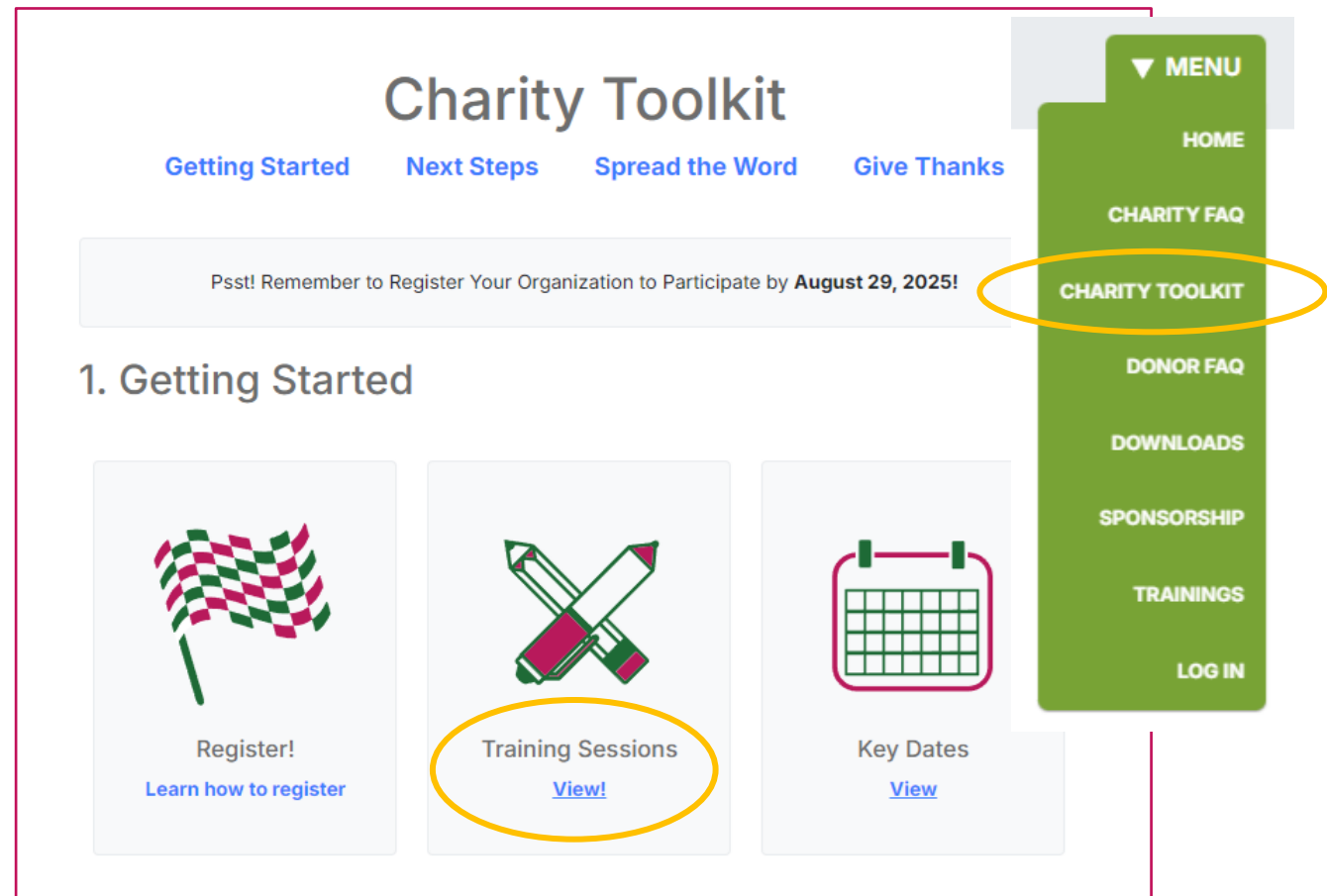
# Promote Fayette Gives

- Review the Charity FAQs before starting promotion
  - We want to make sure everyone is sharing accurate information and consistent messaging
  - CFFC is here to help with any questions - big or small.
- Use Fayette Gives logo for a cohesive campaign
- Use the Downloads and Templates on the Charity Toolkit page



# Charity Toolkit

- Downloads and Templates on the Charity Toolkit page
  - Communication Guide
  - Building Board Support
  - Social Media Tips & Tricks
  - Sample Email Content
  - Graphics & Downloads
  - Stewardship Tips & Thank You Message Templates



## Next Steps



Communication  
Guide

[View](#) | [Printer Friendly  
Version](#)



Building Board  
Support

[View](#)

GiveGab®

# Year-Round Breakdown

## Communication Guide

An interactive workbook to help you  
complete, plan, and implement your own  
Giving Day campaign for a successful 24  
hours of philanthropy!

## Give Thanks



Stewardship Email  
Templates

[View](#)



Sample Stewardship  
Social Media Posts

[View](#)



Stewardship Tips

[View](#)

## Spread the Word



Social Media Tips & Tricks

[View](#)



Sample Email Content

[View](#)



Graphics & Downloads

[View](#)

## Downloads

Download all of the downloads by clicking [here](#).

### Logos



# Fayette Gives

Official Logo

[PNG](#)



I Gave Badge

[PNG](#) | [JPG](#)



Donor Badge

[PNG](#) | [JPG](#)



# Fayette Gives

**GIVE BACK TODAY!**

Giving Day Gif

[Download](#)

## Social Shares



Social Share Image Bundle

[Download](#)



Instagram Story Bundle

[Download](#)

## Printables



I Give Because...

\_\_\_\_\_  
\_\_\_\_\_





# Promote Fayette Gives

- Meet your donors where they're at!
  - Which communication outlets would reach your donors and be successful in motivating donations?
  - Do your donors prefer an email newsletter, social media posts, or personalized letter in the mail?
- CFFC promotes Fayette Gives through our outlets and paid advertisements, but each charity should be promoting Fayette Gives to their targeted donors and supporters to ensure fundraising success.

# Yard Signs

- In September, CFFC will have Fayette Gives yard signs available for charities to place outside their office (1 per charity)
- We are coordinating September pop-up events
  - Charities can pick up their yard signs
  - Opportunity for us to talk with community members
  - Dates and locations will be announced in August



# Preparation & Marketing

- Fayette Gives 2024 Survey (responses from 43 charities)

## Preparation Tools You Used

Charity FAQs	21
Charity Toolkit	28
Webinars/Zoom Meetings	20
Weekly E-Newsletters	22
Phone Calls/Emails with Staff	21
None of the Above	0

## Your Marketing

Emails	27
Mailing with Form	16
Paid Ads	1
Phone Calls	8
Postcard Mailing	0
Social media	39
Other	6
None of the Above	1

# Please Note

- You will receive updates/announcements through email.
- Donations cannot be accepted until September 8, once the Check Contribution Form is ready and offline donations are announced.
- Donations are made to CFFC because we process the gifts and add any prize dollars for one lump sum payout to each participating charity. Your charity will receive your payout by December 31, 2025.
- Fayette Gives 2025 will be offering hourly cash prize incentives for charities (more details to come in August). Please be sure to communicate this accurately and avoid using the word “match”.

# Please Note

- All donations must be from individuals or businesses - no donations from your own charity or collected donations.
- Donations may not be used to pay for anything that might be perceived as a material benefit to the donor, advisor, or other disqualified person (dinner tickets, membership fees, golf fees, admission tickets, or other gifts). Donors will receive a receipt confirming that their gift is fully tax-deductible, so we cannot accept quid pro quo contributions (meaning a payment made partially as a contribution and partially for goods or services provided to the donor or by the receiving charity).
- You can view/export last year's donations report in GiveGab.

# Trainings

- Each charity\* that participates in one or more of these trainings will receive a \$50 cash prize on Fayette Gives day.
  - June 24
  - July 22
  - August 26

\*Limit one prize per charity.

\*Charity must register, meet eligibility requirements, and be a participating charity for Fayette Gives 2025.

August 26, 2025 at 2:00 p.m.

- Prizes
- Payout

*Sign up now!*



# Questions?

- Browse the Charity FAQs and other resources available at [www.fayettegives.org](http://www.fayettegives.org).
- Use the blue chat bubble on the bottom right corner of the website.
- Contact the Community Foundation of Fayette County for assistance
  - Rebecca Wardle, *Communications & Grantmaking Coordinator*
  - [rebecca@cffayettepa.org](mailto:rebecca@cffayettepa.org)
  - 724-437-8600 x203

