



**Rancho Volunteers Support Participation in  
*Long Beach Gives*  
on September 24, 2020**

## **LBG FAQs**

### **WHAT IS LONG BEACH GIVES?**

*Long Beach Gives* is a 24-hour, online giving day that takes place on **Thursday, September 24<sup>th</sup>, 2020** from 12 a.m. to 12.a.m. It is a well-organized, community-wide fundraising and marketing opportunity that was created to promote and encourage engagement with the city's nonprofit organizations. More than 150 Long Beach nonprofits will participate this year.

Rancho Los Alamitos' goals are to raise \$5,000 and boost visibility for the Rancho as we move into our end-of-year giving campaign. *Long Beach Gives* hopes to, altogether, raise a collective \$1 million for our community

### **HOW IT BEGAN**

*Long Beach Gives* started as a graduate school project of Julie Meenan, Executive Director of the Josephine S. Gumbiner Foundation (JSGF). With the support of the JSGF Board and in collaboration with The Nonprofit Partnership, a Steering Committee was formed in March 2018. Early founding organizations included the Long Beach Community Foundation, The Rudolph J. and Daphne A. Munzer Foundation, The California Endowment, The Earl B. and Loraine H. Miller Foundation and the Arts Council for Long Beach. Together, these foundations guided and supported the create/ion of a new online, citywide, fundraising effort.

**Between now and September 17th:** Sign up as a fundraiser (Peer to Peer)

**September 17th:** Early donations accepted!

**September 24th:** *Long Beach Gives*

### **WHO BENEFITS?**

*Long Beach Gives* supports the important, mission-based work of Long Beach nonprofits by boosting their community visibility. The intention is to inspire new points of engagement between community members and organizations; raise money; offer organizational support through a robust bank of campaign tools, resources and staff trainings; foster collaborations among nonprofits; boost volunteerism; and, generally, build a better, more resilient city for all!

# LONG BEACH GIVES

## HOW YOU CAN HELP US RAISE \$1 MILLION?

### Share via Social Media #LongBeachGives and #RanchoLosAlamitos

If you are active on social media, help draw attention to the Rancho's participation in *Long Beach Gives*. First, follow (and "like") the Rancho's Facebook, Instagram and Twitter pages. Then, starting now (and especially on 9/24), check in regularly with our social media sites. Re-post whatever we post on your own social media pages and include a personal message. Your message may be, "Join me in supporting Rancho Los Alamitos during *Long Beach Gives*."

### Lead the Charge of Generosity

Make a difference by making a gift to Rancho Los Alamitos on Thursday, September 24. Better yet, make a gift ahead of time to "seed" the campaign and generate excitement. You can also make a challenge gift and match contributions up to a given dollar amount. Donations can be made via the Rancho's *Long Beach Gives* webpage (<https://donate.longbeachgives.org/rancho-los-alamitos>) or offline by check made out directly to the Rancho. We can still attribute offline gifts towards this campaign. All contributions go directly to the Rancho.

To discuss additional options for how you can get involved and support Rancho Los Alamitos, contact Elena Arrojo, Director of Development at [elena@ranchoalosalamitos.org](mailto:elena@ranchoalosalamitos.org) or at (562) 480-9169. For more information about Long Beach Gives, visit [www.longbeachgives.org](http://www.longbeachgives.org).

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## SOCIAL MEDIA

### TWITTER

*Twitter* @LongBeachGives and @RanchoLosAl

Hashtag #LongBeachGives and #RanchoLosAlamitos

### Sample Posts

- Support #RanchoLosAl & #LongBeachGives on September 24, 2020 for 24-hours of celebrating and supporting Long Beach nonprofits. Details at [www.longbeachgives.org](http://www.longbeachgives.org).
- Early giving begins Sept. 17th! Support #RanchoLosAl & #LongBeachGives at [www.longbeachgives.org](http://www.longbeachgives.org)

# LONG BEACH Gives

- A little goes a long way when Long Beach gives all at once. Stay safe at home and give to #RanchoLosAl on Sept. 24th for #LongBeachGives!
- Help raise \$1 Million in critical funds for #RanchoLosAl & Long Beach nonprofits on September 24th. Join me and thousands of others to give on #LongBeachGives.
- I'm excited to be a part of the city's largest community giving event this year! Join me and give to #RanchoLosAl on Sept. 24th for #LongBeachGives.
- I just donated to Rancho Los Alamitos, an organization I believe in! Join me in supporting #RanchoLosAl TODAY for #LongBeachGives!
- A little can go a long way when we get together and give together on September 24th. #LongBeachGives, #RanchoLosAl, #MakeADifference

## FACEBOOK

*Facebook* @LongBeachGives, @RanchoLosAlamitos

### **Sample Posts**

- We're excited to support @RanchoLosAlamitos for @LongBeachGives! Check out [www.longbeachgives.org](http://www.longbeachgives.org) for more details and don't forget to donate to RLA on Thursday, September 24, 2020!
- Have you heard about @LongBeachGives? A 24-hour online day of giving to raise \$1 Million for over 150 nonprofits in Long Beach on Thursday, September 24, 2020! I plan to support Rancho Los Alamitos. Join me in helping our amazing city continue to thrive! Tell your friends, coworkers and neighbors! Don't miss this chance to be part of something big!
- Join me and thousands of others and give @LongBeachGives on September 24. I plan to give to Rancho Los Alamitos, an organization I believe in. Together we can make a huge difference! Learn more at [www.LongBeachGives.org](http://www.LongBeachGives.org). Support @RanchoLosAlamitos

## INSTAGRAM

*Instagram* @LongBeachGives, rancho\_los\_alamitos

*Hashtags* #LongBeachGives, #RanchoLosAlamitos

### **Sample Posts**

# LONG BEACH Gives

- Join #RanchoLosAlamitos & #LongBeachGives on Thursday, September 24, 2020 for 24-hours of celebrating and supporting Long Beach nonprofits. Details at [www.longbeachgives.org](http://www.longbeachgives.org). #LongBeachGives and rancho\_los\_alamitos
- A community that gives together grows together! Stay safe at home and make a difference by giving to rancho\_los\_alamitos on Thursday, September 24th! #LongBeachGives, #RanchoLosAlamitos, #MakeADifference
- I just donated to Rancho Los Alamitos! Join me in supporting RLA TODAY for #LongBeachGives! #RanchoLosAlamitos

## HASHTAGS

**#RanchoLosAlamitos#LongBeachGives #MakeADifference #LongBeach  
#BeTheChange #Causes #Charity #DoGood #Donate #ForACause #GiveBack  
#GivingTuesday #Fundraising #Fundraiser #Instagood #Inspire #Community  
#Comunidad #Service #Leadership #Love #LongBeachCA #LBC  
#MakeADifference #Nonprofit #Philanthropy #SocialGood #SocialImpact  
#ThisIsLB #Volunteer #Volunteering #WeLoveLB**

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**THANK YOU FOR YOUR SUPPORT!**