

Charity Takeover Initiative

Brought to you by The NonProfit Group

Purpose: To align your company or business with a nonprofit to gain social media followers through charitable giving and voluntarism.

Pre-Takeover Preparation:

1. Choose the Charity: Your company decides to support “Clean Oceans Initiative,” a non-profit organization dedicated to cleaning up the oceans and promoting sustainable use of marine resources.
2. Pick a Date: World Oceans Day on June 8th would be ideal.
3. Liaison: Assign a team member to coordinate with the charity, ensuring they are prepped on guidelines and best practices for your company’s social media.
4. Promote the Takeover: A week before, post teasers about the upcoming charity takeover. Use visuals, statistics, and facts about ocean pollution to build interest.

Day of Takeover:

Morning Post – Introduction

- Photo of the “Clean Oceans Initiative” team at the beach, equipped with cleanup tools.
- Caption: “Good morning, [Company Name] community! We’re the team behind Clean Oceans Initiative. Today, we’re taking over to share our mission, stories, and how you can be part of the change. Stay tuned! #WorldOceansDay #CleanOceansTakeover”

Midday Post – Stories from the Ground

- Short video clips of volunteers cleaning the beach, rescuing marine animals, or interviews with marine biologists explaining the impact of pollution.
- Caption: “Every piece of plastic removed counts. Every animal saved is a victory. Dive into our day-to-day efforts to make our oceans cleaner. #OceanWarriors”

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Day of Takeover Continued:

Afternoon Post – Educational Content

- Infographics explaining the harm caused by ocean pollution, the benefits of clean oceans, and simple everyday steps to reduce personal plastic use.
- Caption: “Knowledge is power! Swipe left to learn more about our oceans' plight and how small actions can lead to big impacts. #SaveOurSeas”

Evening Post – Call to Action

- A compelling photo of a clear ocean horizon juxtaposed with a polluted one.
- Caption: “The choice is ours! Please help us keep our oceans clean. Donate, volunteer, or reduce your plastic use. Check the link in the bio for more. Thank you, [Company Name] community, for having us today. #ProtectOurHome”

Post-Takeover Recap:

Thank You, Post: The next day, your company can share a post expressing gratitude to “Clean Oceans Initiative” for their takeover and to the community for engaging. Share highlights or most engaging moments from the takeover.

Measure Impact: Analyze engagement metrics (likes, shares, comments) and check if there was an increase in the charity's followers, website traffic, or donations.

Feedback: Get feedback from both your audience and the charity. Learn what worked well and what can be improved for future takeovers.

Remember, the goal of a charity takeover is not just to raise funds but also to educate, create awareness, and inspire action within your community.

Contact us today to embark on an inspiring and transformative consulting experience tailored specifically for nonprofits like yours.

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