

Communications Toolkit

WYCF + You!

This toolkit is designed to help your nonprofit share and amplify the message of **5 to Thrive**—a statewide campaign to grow philanthropy and strengthen communities across Wyoming.

Inside, you'll find messaging guidance, sample content, and visual assets you can easily adapt for your own communications. These tools are designed to save you time and boost your impact.

As a trusted partner, the Wyoming Community Foundation is here to support you. Use this toolkit as a springboard—and know that we're always just a call or email away if you'd like to brainstorm ideas, talk through messaging, or collaborate on spreading the word.

How to Use this Toolkit

- **Grab & Go**: Use the content as-is, or personalize it to match your organization's voice.
- **Tell Your Story**: Use campaign messaging to link your community impact to the statewide vision.
- **Stay Cohesive**: Shared language and branding help make a bigger, unified impact across Wyoming.

Together, we're building momentum for a better Wyoming.

What's Included

- Core messages to talk about 5 to Thrive
- Sample appeal letter
- 5 to Thrive logos to customize your logo
- Graphics and captions for social media

Have Questions?

For any questions or further information, please reach out to Kathleen Chick, *Director of Communications*, at 307-721-8300 or Kathleen@wycf.org.

Core Messages

The language below was designed for nonprofits to use in your messaging. Add it to an email, newsletter, etc. to encourage giving with **5 to Thrive**. Add storytelling examples like those illustrated below related to the nonprofit's specific mission.

Your mission's future

Across the state of Wyoming, an estimated $24 billion in wealth will transfer from one generation to the next between now and 2034. Imagine what would be possible if just 5%–more than $1 billion–was reinvested in Wyoming communities through charitable giving! Have you considered joining other supporters of ABC Nonprofit in making a gift to ABC Nonprofit in your will? Your gift could be a gamechanger for the [mission driven statement].

Why give?

Across the state of Wyoming, people like you have an opportunity to make a difference in the quality of life in our state for generations to come. That's because an estimated $24 billion will transfer between generations over the next decade. This is known as the intergenerational transfer of wealth. Some will go to taxes and some will go to heirs, many of whom no longer live where the wealth was built and accumulated. Once the wealth leaves our communities, it is less likely it will come back. Even if just 5% of that wealth flowed to nonprofits (over $1 billion), Wyoming communities will be transformed! The time to act is now. As a long time supporter of ABC Nonprofit have you considered making a gift to our organization in your will?

How you can give

Have you considered making a legacy gift to ABC Nonprofit? The steps are simple:

1. Talk About It!

Join us in this effort to help build the promise of "5 to Thrive." When we all use the same language and share ideas, we ensure action.

2. Participate!

Whether you choose to make a legacy gift to ABC Nonprofit or support your community another way, get involved! If you don't have a will, check out FreeWill on the Wyoming Community Foundation (WYCF) website. Make your commitment, then start the conversation with your children, parents, grandparents, constituents, clients, or board members. Keep action item #1 in mind and keep the conversation going.

3. Learn!

Learn which types of gifts make the most sense for you to leave to nonprofits in your community. Some assets – such as taxable assets – can offer advantages to the 95% you leave to your heirs (for example IRA, trusts, appreciated stocks, property etc.).

4. Plan!

Work with a professional advisor to create a plan that meets your goal. YOU decide how you want to give, and ABC Nonprofit can make it happen. Use the FREE gift planning tools on WYCF's website, such as sample bequest language, gift illustrators, or giving toolkits.

5. Work with WYCF!

Schedule a Transfer of Wealth presentation with the Wyoming Community Foundation and contact WYCF for more tools or resources to uncover the giving option that works best for your goals.

Sample Appeal Letter

This tool is a letter to send to your support base which may include donors, family, friends, or professional advisors. The letter introduces readers to your new campaign and invites them to take action or learn more.

Scenario

Let's say you want to invite current and potential donors to your new campaign. This letter can be used to connect with them and start a conversation. This letter is just one tool you can use to create and cultivate a relationship with your supporters, so we kept it simple for you!

How to Use It

- **With the mailing list your organization has created, pick a date to print and mail this out. Personalization and segmentation are great practices to use when sending mail. If you can sign it yourself, or write a small note on the top, readers appreciate that personal touch.**
- **With an e-mail list you've gathered, send this in an e-newsletter platform like Constant Contact, Mail Chimp, or a platform of your choice. You can even send a good ol' fashioned e-mail.**
- **We recommend gathering as much contact information as possible so you can do both. Send a printed letter and follow up again with an e-mail.**

Download Letter Template

Logos

These logos can be used on their own or added to your organization's logo when communicating about the "5 to Thrive" campaign. Download either logo option below and combine it with your logo as shown in the examples.

5 TO THRIVE

5 TO THRIVE

Examples:

WYOMING COMMUNITY FOUNDATION
5 TO THRIVE

SH Seton House
5 TO THRIVE

MUSEUM of the MOUNTAIN MAN
Sublette County Historical Society
5 TO THRIVE

5 TO THRIVE

Social Media Posts

Below are examples of copy that can be deployed in social media posts.

- **What is 5 to Thrive?** ABC Nonprofit is teaming up with the Wyoming Community Foundation to ask you to consider giving back to the nonprofits that make your community special. By dedicating just 5% to causes you care about, while leaving 95% to your loved ones, you can create a lasting impact for generations to come.
- **Talk About 5 to Thrive!** Join us and the Wyoming Community Foundation to encourage charitable giving across the state and in your own county. We invite you to post why you love your favorite nonprofits. Tag the nonprofits, and use #WY5ToThrive too!
- **Participate!** 5 to Thrive is for everyone. Give directly to an organization like ABC Nonprofit, or set up a community endowment fund at WYCF. If you don't have a will or estate plan, check out FreeWill on the WYCF website. It's easier than you think to leave a legacy!
- **Learn!** Discover the types of gifts that make the most sense for you as you set up your 5 to Thrive legacy. It's especially tax-savvy to leave your IRA to your favorite local nonprofit through a beneficiary designation.

Don't forget to tag WYCF when you post:
@wyo_community and use **#WY5ToThrive**

Social Media Graphics

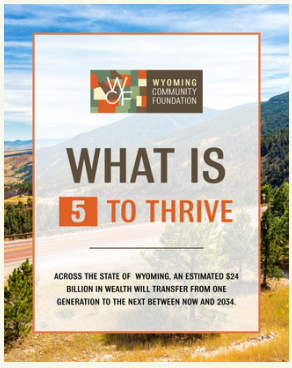
To go along with the captions above, these social media graphics are a helpful tool to share the "5 to Thrive" campaign with your supporters - and helps them share it too! Download the graphics as is or edit them through Canva to add your logo!

What is 5 to Thrive

Talk About 5 to Thrive!

Participate!

Learn!



Click to Create