

Old Bill's

F U N R U N



Nonprofit Marketing Workshop

Today's goal: to leave with a simple, actionable marketing plan.

Slide deck will be sent out via email afterwards.



Welcome.

Big or Small, Every Step Counts

- Visit and direct others to our website – **oldbills.org**
- Download the Nonprofit Toolkit
- Digital graphics and Run Day photos from our content library
- Share and tag us on your impact photos
- Incorporate Old Bill's logo into your printed and digital materials
- Volunteer with donors and staff members to spread the word

Tag posts with
#oldbills2026 and
@cfjacksonhole

Record a Community
Minute spot on KHOL

Yard signs
will be available on
a first-come basis

Print &
Digital Ads



Brand Guidelines Overview

Brand guidelines available at oldbills.org

Logo Mark

There are two basic marks for Old Bill's Fun Run. The primary mark is composed of the Old Bill's wordmark and the colored dots.

The secondary logo consists only of the Old Bill's wordmark.

We encourage to use the Old Bill's logo and/or graphics on your website, email campaigns, email signatures, and on social media.

Primary Logo



Secondary Logo



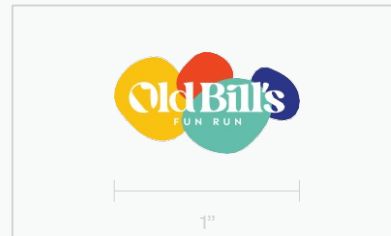
Logo Etiquette

To keep the logo legible and allow it to best reflect Old Bill's brand and values, please follow these basic precepts whenever the logo is used.*

* All these guidelines should also be applied to the secondary logo.



Always include clear space, or breathing room roughly equivalent to the height of the one 'B' around the logo.



The logo should never be smaller than 1" wide.



Do not stretch or scale the logo disproportionately.



Do not use the logo in any colors not in the OBFR Brand.



Do not subtract or reorganize any components of the logo.

Use Consistent Language

Event References:

- Old Bill's
- Old Bill's 2026
- Old Bill's Fun Run
- Old Bill's Fun Run 2026

Organization References:

- Community Foundation of Jackson Hole
- Community Foundation



Requested Verbiage in Promotional Materials*

Include the following language in your outreach materials:

- **Encourage multi-organization giving** –donors can support multiple nonprofits in one gift
- **100% to your organization** + eligibility for **partial matching grants** from the Community Foundation
- **Donations made to:** Community Foundation of Jackson Hole (must include **official donation form** and **clearly designate organizations and amounts**)

*Can be found in *Old Bill's Rules and Procedures*

Old Bill's Community Minute @KHOL

Old Bill's nonprofits can sign up for free mentions on KHOL

Scan the QR Code for more information



In the chat:

- What is your nonprofit's name?
- How would you describe your work in one sentence?



The Big Picture: Why Marketing Matters

- Old Bill's = collective momentum + individual storytelling
- You'll get out of it what you put into it
- Your outreach directly impacts your results
- It's about rallying the community around local nonprofits



The Big Picture: Why Marketing Matters

Helpful notes:

- Consistency matters more than perfection
- **2/3 of donations** arrive in the last week of the Giving Season (after the Old Bill's Fun Run)



Key Dates = Your Campaign Timeline

- **August 14:** Launch Party/Rubber Ducky Regatta
- **September 12:** Run Day!
- **September 18:** Deadline
- **Final week push**

Mindset shift:

“This isn’t one message—it’s a 5-week campaign.”

Clarify your core message

- What you do
- **Why it matters**
- What to do next (donate)

In the chat:

Write your Old Bill's message in 1-2 sentences.

What actually works?

Real people >
Generic Messaging

Simple videos >
Polished Production

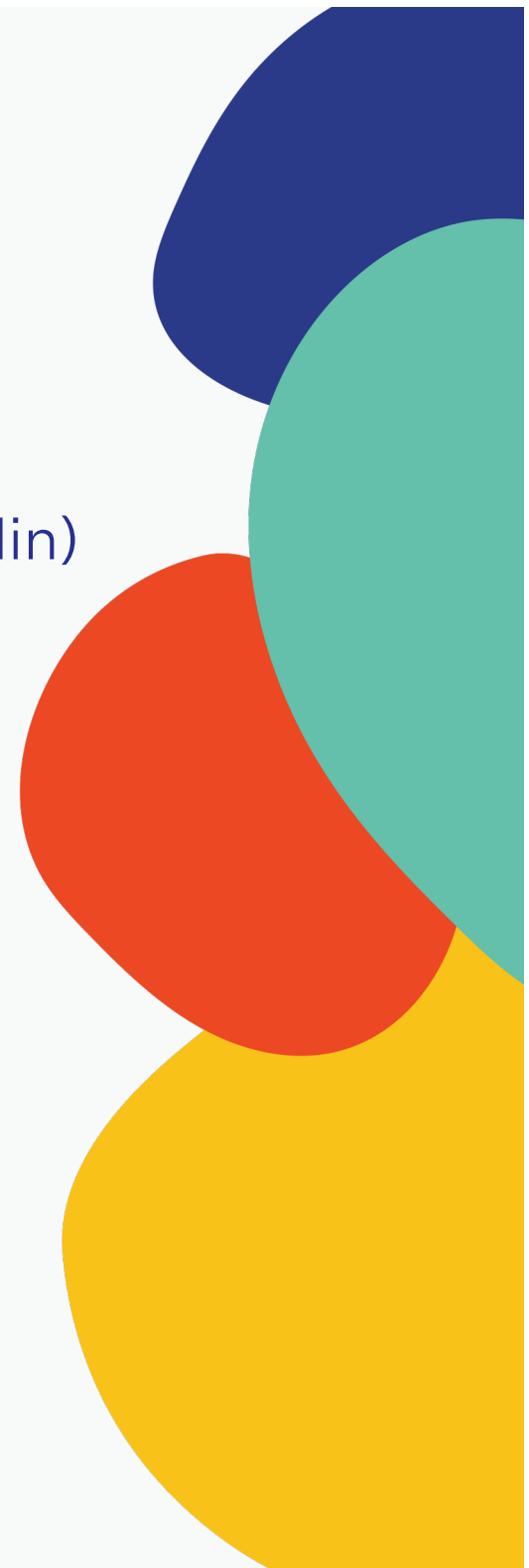
Clear ask >
Implied ask

“Clarity beats
creativity every time.”

Choose Your Channels

Core Channels:

- **Social Media** (Instagram, Facebook, LinkedIn)
 - Visibility, storytelling, community engagement
- **Email** (your strongest conversion tool)
 - Direct, reliable, action-oriented
- **Website + Community Channels** (radio, Buckrail, local media)
 - Credibility, discovery, broader reach



Key Tactics to Expand Your Reach

- Use the hashtag: **#OldBills2026**
 - Builds momentum and makes your posts easy to find
- Tag **@cfjacksonhole**
 - Increases visibility via resharing and cross-promotion
- Mix up your format (posts, stories, videos, yard signs, t-shirts)
 - Keeps content dynamic and reach people in different ways



Timeline – Break Into Phases

- **Early:** Awareness
 - “We’re participating in Old Bill’s.”
- **Mid:** Storytelling
 - “Why our work matters.”
- **Run Day Ramp-Up:** Activate
 - “Join us on Run Day”
 - “Visit our booth”
 - “Walk with us”
- **Final Week:** Urgency
 - “Give before the deadline.”

Helpful Tip: Increase frequency over time



Simple 3-Email Plan

- **Kickoff:** Launch the Giving Season (announce participation + why it matters)
- **Reminder:** Reinforce your story + Invite support
- **Final Push:** Create urgency in the final week

Best Practices

- Keep emails short, visual, and direct
- Focus on one clear message + call to action

IMPORTANT: DO NOT send
Old Bill's solicitation emails to
the Nonprofit Listserv

Email Strategy

Engagement Ideas

- Interactive > Informational
- Quick, fun, and family-friendly
- Tap into your network—board members, returning donors, and volunteers
- Promote Old Bill's during summer events to stay top of mind



Be Clear

- “Donate through Old Bill’s”
- Visit our booth on Run Day
- Volunteer with us on Run Day
- Walk with us on Run Day
- Give by Sept 18th
- Link directly to oldbills.org

Key Tip: Never Assume people know what to do



Urgency Window

- Most donations happen in the final week of the Giving Season
- Increase posting + email frequency
- Use countdown messaging (e.g., “3 days left”)

Key Tip: Create urgency—give people a reason to act now

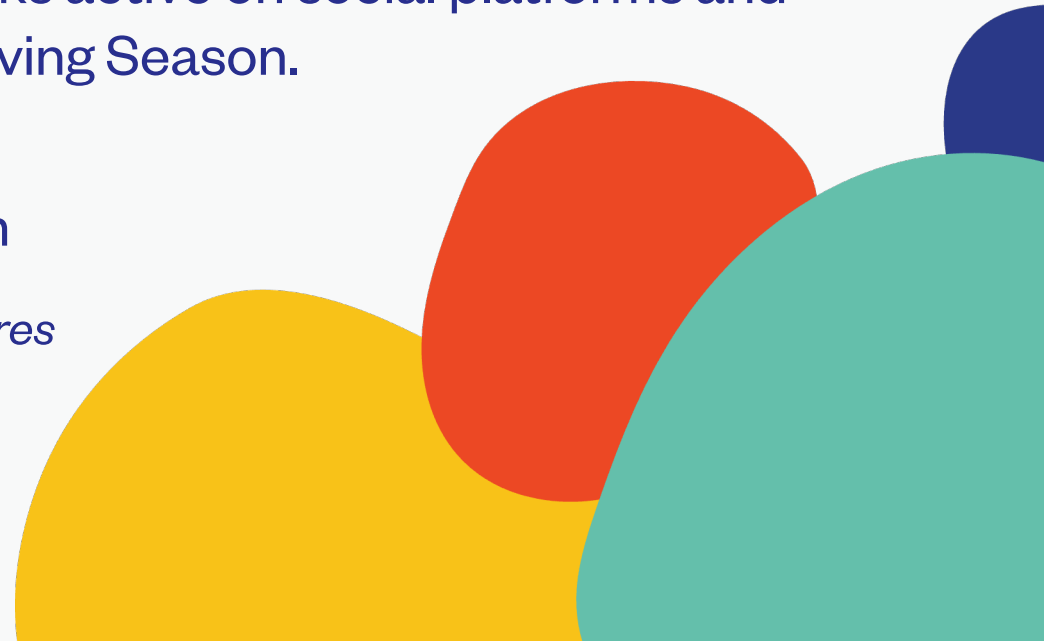


Avoid This*

- Overthinking content
- Posting too infrequently
- Being vague about the ask
- Boxholder or postal patron mailings (strictly prohibited!)
- Raffles, drawing, auctions, or other events
- Avoid leaving shopping cart links active on social platforms and websites before or after the Giving Season.

Key Tip: Progress over perfection

*Reference *Old Bill's Rules and Procedures*



Takeaways

- Clear message
- Consistent posting
- 2-3 emails
- Video + photos
 - Old Bill's Run Day Photos (from previous years or stock Run Day photos from the Community Foundation Library)
- Tag partners + use **#OldBills2026**



Encouragement + Support

- Progress over perfection
- The Community Foundation is here to support you
- Explore resources + reach out to our team

Important Dates

- **July 28, 2:00-3:00PM** – Finance Workshop
- **August 14, 9:30-11:00 AM** – Launch Party & Start of the Giving Season
 - Invite donors, supporters, and volunteers
- **August 14 – September 18** – Giving Season
- **August 25, 1:00-2:00 PM** – Mandatory Booth Meeting via ZOOM (if you wish to host a booth)
- **September 12, 8:30 AM – 12:00 PM** – RUN DAY!
- **October 28, 4:30-6:30 PM** – Awards Party



Q&A

Questions about Old Bill's

Marketing & Logos

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