



Nonprofit Guide to Old Bill's

Giving Season: **August 9 – September 13, 2024**

Run Day: **Saturday, September 7, 2024**

www.ldbills.org

Rules & Procedures

Funds raised through Old Bill's must be used in accordance with the event's [Rules & Procedures](#). Please refer to this document for important information that your organization is responsible for knowing and abiding by as an Old Bill's participant.

Key Dates

Key dates will remain up to date at www.ldbills.org.

- **Friday, August 9, 9:30-11:00am** – Launch Party & Start of Giving Season: Rubber Ducky Regatta at Russ Garaman Park, Jackson, WY. Donations accepted at ldbills.org and the Community Foundation of Jackson Hole.
- **Wednesday, August 21, 1:00-2:00pm** – Mandatory Booth Meeting at Jackson Elementary School fields. Nonprofits that wish to host informational booths on Run Day must send a representative to this meeting.
- **Saturday, September 7, 9:00am-12:00pm** – Old Bill's Fun Run at Jackson Elementary School fields on Willow St.
- **Friday, September 13, 5:00pm** – End of Giving Season: Deadline to donate through Old Bill's.
- **Wednesday, October 23, 4:30-6:30pm** – Old Bill's Awards Celebration at Center for the Arts: Celebrate all that Old Bill's does for our community and leave with your organization's grant check! Join us for a reception with drinks and appetizers, remarks at 5:30pm, followed by check pickup. Checks for all participating nonprofits must be picked up by a representative. Failure to do so will result in forfeiture of matching grants.

Communications

The Community Foundation communicates with Old Bill's nonprofit participants via email. Each organization has **one designated contact**, which was identified in the Old Bill's application. To avoid missing important communications, please classify the domain cfjacksonhole.org as a safe sender in your email system.

Logo

The Foundation encourages participating nonprofits to use the Old Bill's logo in marketing materials related to the event, as well as to link to ldbills.org on their websites and on social media. [Click here to download the logo suite](#) and refer to the [Old Bill's Rules & Procedures](#) for marketing guidelines.

Gift Reporting

The Community Foundation uses a [secure webpage](#) through which you'll be able to see Old Bill's donations to your organization. During Giving Season, your organization's designated Old Bill's contact will receive an email with your user ID, as well as [guidance on reviewing donations](#).

The Community Foundation staff processes gifts steadily from the start of the Giving Season (August 9) through mid-October. All gifts are reviewed prior to posting, including online donations, which creates a delay between gift receipt and when gifts are visible. Note that almost $\frac{2}{3}$ of donations arrive in the last week of the Giving Season. Last year, the Foundation received over \$1 million dollars in checks and over \$300,000 in credit card gifts on the last day. You will be notified when all gifts have been processed. We appreciate your patience!

Run Day (Saturday, September 7 at 9am)

The Community Foundation looks forward to hosting Old Bill's Fun Run on September 7 at the Jackson Elementary School field on the corner of Willow & Deloney Street. As always, the event will highlight community, philanthropy, and the remarkable work of local nonprofits.

Nonprofits are encouraged to participate by walking or running, volunteering, or hosting a booth. Show your spirit! Walk or run as a group in logo'ed clothing or mission-related costumes; add to the festivity by inviting your staff, board, and volunteers to participate. Participants may choose to run or walk 5K or 10K, timed or untimed, following familiar Old Bill's routes through East Jackson and on the National Elk Refuge. Additional Run Day details, including event and route maps, will be available by the start of the Old Bill's Giving Season (August 9) at www.oldbills.org.

Run Day Booths

Organizations that indicated interest in hosting Run Day booths are required to attend the mandatory booth meeting on **Wednesday, August 21** from 1:00-2:00pm at Jackson Elementary School Fields. All booth hosts must attend. If a representative for your organization does not attend the meeting, your organization will no longer be eligible for a Run Day booth.

We encourage each booth to be interactive; plan for ways that the community can engage with your nonprofit by playing a game, doing a craft, or an activity. If you requested a booth but decide not to host one, please cancel your spot with Maeve Stewart (mstewart@cfjacksonhole.org) as soon as possible.

Brochures

The 2024 Giving Season is in effect from August 9 to September 13 at 5pm. Throughout this period, brochures featuring the list of participating nonprofits will be available on the Community Foundation front porch (245 E. Simpson Avenue). Up to 200 brochures per nonprofit will be available for pick-up on a first-come, first-served basis beginning August 9. Please note that the Foundation mails these brochures to the last three years of Old Bill's donors with Teton County, Wyoming and Idaho addresses. PDF versions of the 2024 brochure and donation form will be available for download in English and Spanish at oldbills.org. *Please do not mail brochures or donor forms to Teton County addresses.*

Countdown to Old Bill's

Throughout the Giving Season the Community Foundation will use digital and print media platforms to build Old Bill's awareness and fundraising momentum.

We aim to build energy and excitement using social media and marketing amplification leading up to Run Day. We encourage your organization to do the same! Use social media and other digital and print media to celebrate your work and Old Bill's in general.

Some ideas to consider:

- Create a digital impact photo compilation and share it on your website and social media.
- Use Instagram Reels and Stories to share news about your organization's work and participation in Old Bill's.
- Make a short iPhone video about your organization with a call to action to support your work with a donation through Old Bill's then post them to social media and/or send out in a special edition e-newsletter.
- Individual or collaborative newspaper and/or radio advertising.
- Use Old Bill's logo and/or graphics on your website, email campaigns, email signatures, and on social media.
- Old Bill's Community Minute on KHOL – if you have not recorded a free Community Minute spot for your nonprofit in previous years, consider doing so. More information to follow in July.
- Reminder: Boxholder mailings are prohibited during Old Bill's. See [Rules & Procedures](#) for more information.
- Install Old Bill's yard signs in front of your organization (or in your neighborhood) during the Giving Season.

Remember to tag the Foundation in your social media posts, so we can reshare and amplify your efforts:

- Use the hashtag #oldbills2024 in social media posts.
- Tag [@cfjacksonhole](#) on [Instagram](#) and/or [Facebook](#).

Marketing & Outreach Tips

Leading up to the Launch of the Giving Season

- Establish your nonprofit's Old Bill's communications plan, timeline, and goals.
- Develop ideas on how to promote your nonprofit during the Giving Season.
- Email your nonprofit's impact photos content to [Anne Bradley](#). These photos may be used in Old Bill's promotions and in various marketing materials.
- Recruit social media ambassadors (think: committed supporters, board members, staff, volunteers) to use their networks to share your posts and create content supporting your nonprofit throughout the Giving Season.
- Confirm that emails from the Community Foundation are reaching your inbox! The Foundation team will be sending important info from now through September, and we don't want you to miss anything. Add cfjacksonhole.org to your safe sender list.

Week of August 12

- Pick-up and distribute Old Bill's yard signs & posters starting August 9 on the Community Foundation front porch (supplies limited; available on a first come, first serve basis).
- Start posting on social media about your organization's participation in Old Bill's and what Old Bill's means to your mission: 1x a week on Facebook and Instagram. Note: Remember to use the hashtag #OldBills2024
- Promote your participation in Old Bill's through email blasts, newsletter articles, etc. Be sure to tell your story and share your goal. Ask for support from your constituents.
- Assign staff and volunteer roles for week-of and day-of-events (booth setup and management, recruit supporters to walk/run with your organization).

Week of August 19

- Increase posting on social media: 2x a week on Facebook and Instagram.
- Email supporters to remind them about the Giving Season and how your organization will be participating. Link to the donation page at oldbills.org.

Week of August 26

- Confirm volunteer and staff responsibilities for Run Day festivities.
- Increase posting on social media: daily on Facebook and Instagram. Share your organization's impact with your followers in both Feed posts and Stories.

During and after Run Day, share photos and videos of your organization in action on social media and other media. Remember to tag the Community Foundation **@cfjacksonhole** on Facebook and Instagram.

Please note: Your nonprofit is free to determine how it engages in Old Bill's celebrations and outreach.

Questions

Please refer to the [Rules & Procedures](#) for general Old Bill's questions. As needed, feel free to contact Community Foundation staff on the following:

- Old Bill's events and Run Day logistics: [Maeve Stewart](#)
- Old Bill's application: [Cindy Corona](#)
- Marketing and outreach: [Anne Bradley](#)
- Donor View/ cash, check, credit card, and stock gifts/ gift reporting: [Donor Services](#)

Updated April 12, 2024

Old Bill's event details are subject to change, please check www.oldbills.org for the latest information.