

# Celebrating the Generosity of Our Region

## Key Messages

*Below are key messages you can use when communicating about East Bay Gives to internal audiences, such as your staff and board, or to external audiences, including donors and the media. You can personalize these messages by including stories and information about why participation in East Bay Gives is important for your organization, what your goals are for this year, and how donors can engage with you.*

### Why:

As nonprofits, we depend on the generosity and support of our communities in order to carry out our mission and provide crucial services and programming to Bay Area residents.

East Bay Gives is a powerful day of giving that will mobilize thousands of people, inspiring them to make a tremendous philanthropic impact in our communities and support organizations that do vital work in the Bay Area.

Through this day of giving, we increase access for everyone in our region to live in safe and healthy environments, to have opportunities they need to succeed, and to enjoy not only basic necessities but also extras like abundant natural resources and cultural offerings.

### What:

On May 4, 2017, East Bay Gives will celebrate the generosity of the Bay Area and benefit hundreds of nonprofit organizations in the East Bay, San Francisco and Silicon Valley.

East Bay Gives is a 24-hour online giving blitz supporting Bay Area nonprofits working in the areas of arts and culture, education, environment, community improvement, health and human services, youth development and much more.

Since 2014, East Bay Gives has raised \$1,850,000 for 1,000 nonprofits. In 2017, we are aiming to make East Bay Gives bigger than ever, inspiring 40,000 donors to raise \$5 million for the organizations that do vital work in our community.

### How:

From 12:00 AM through 11:59 PM on May 4, anyone can visit [www.EastBayGives.org](http://www.EastBayGives.org), and select and donate to the organization of their choice.