

The Crypto Giving

LAUNCH PLANNER

CREATING CONSISTENT MESSAGING AND STRATEGIES TO
EDUCATE EXISTING DONORS AND ATTRACT NEW DONORS



CHARITY CRYPTO ADVISORS

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PLEASE NOTE: This Crypto Giving Launch Planner provides inspiration and concepts for nonprofit organizations promote a means to safely accept cryptocurrency donations.

INTRODUCTION

We are excited and pleased that your nonprofit has decided to implement our crypto giving platform.

We are here to help you plan, organize and promote the launch of this innovative donation technology - and grow your revenue.

This "LAUNCH PLANNER" provides an assortment of marketing and promotional materials for your social media, your website and your email.

Now that you have decided to implement this donation innovation, the next big challenge is to inform your donor-base and, of course, to find new donors who will donate cryptocurrency.

If we can be of any further assistance, do not hesitate to contact us.

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NOTE	<i>The empty spaces below are for your ideas</i>
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"DONATE CRYPTO NOW" SMART BUTTON	
TIP	SEE ATTACHED SMART BUTTON

FACEBOOK AND INSTAGRAM POSTS	
TIP	SEE ATTACHED CCA CONCEPTS

NEWSLETTER ARTICLE/PRESS RELEASE	
TIP	SEE ATTACHED CCA DRAFT NEWS LETTER ARTICLE AND PRESS RELEASE

WEBSITE PAGE - CRYPTO GIVING	
TIP	SEE ATTACHED CCA CONCEPT

NOTE	<i>The empty spaces below are for your ideas</i>
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EMAIL BLAST	
TIP	SEE ATTACHED DRAFT

EXPLAINER VIDEOS	
TIP	SEE ATTACHED CCA CONCEPTS

INFOGRAPHICS	
TIP	SEE ATTACHED CCA EXAMPLES

LARGE INDIVIDUAL DONORS	
TIP	PERSONALIZED APPEAL

NOTE	<i>The empty spaces below are for your ideas</i>
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HELP FROM BOARD MEMBERS	
TIP	SEE ATTACHED SELL SHEET

WEBSITE	
TIP	Blog articles for SEO Optimize for mobile

LOCAL FINANCIAL ADVISORS	
TIP	They will know about tax benefits of crypto giving and can advise their clients

MATCHING GIFTS	
TIP	APPEAL TO PRIOR MATCHING GIFTERS

Donor Concerns — *How to address*

NOTE	<i>The empty spaces below are for your ideas</i>
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DONOR CONCERNS	
What's in it for me	
TIP	PUT YOURSELF IN THEIR SHOES

POTENTIAL RESPONSES	
Substantial tax savings	
TIP	EXPLAIN THE DONOR TAX BENEFIT

DONOR EMOTIONS	
How to avoid any risk	
TIP	PUT YOURSELF IN THEIR SHOES

POTENTIAL RESPONSES	
It is working safely for many other nonprofits	
TIP	

Donor Concerns — How to address

NOTE	<i>The empty spaces below are for your ideas</i>
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DONOR CONCERNS	
Crypto is risky Crypto is weird, I don't understand it I don't know how I can help Will my money be well spent	
TIP	PUT YOURSELF IN THEIR SHOES

POTENTIAL RESPONSES	
The world is going digital This is proven innovation Many other nonprofits are using The future emerges when we explore new frontiers	
TIP	PUT YOURSELF IN THEIR SHOES

DONOR EMOTIONS	
Love your mission Worry that NPO may not have enough money Will my money be well spent	
TIP	PUT YOURSELF IN THEIR SHOES

POTENTIAL RESPONSES	
Many other nonprofits are using Ask for help to promote crypto giving	
TIP	PUT YOURSELF IN THEIR SHOES

ATTACHED FILES

1. "DONATE CRYPTO NOW" Button
 - *Make it easy to donate*
2. Conceptual Designs for Facebook and Instagram Posts
 - *Create some buzz*
3. Draft article for your newsletter
 - *Build trust among donors*
4. A draft info page for your website2
 - *Build trust among donors*
5. A draft template for an email blast
 - *Create buzz among donors*
6. Fun explainer video for your YouTube channel
 - *Create buzz among donors*
7. Potential crypto infographics
 - *Create buzz among donors*
8. Sell sheet to get help from for your board members and major donors
 - *Explain tax benefits crypto giving*

Note - Please contact Charity Crypto Advisors if you prefer another file format or additional information.

RESOURCE LINKS

1. Charity Crypto Advisors
<https://charitycryptoadvisors.com/>
 - *Our story*
2. Charity Crypto Advisors Blogs
<https://charitycryptoadvisors.com/blog/>
 - *Some good blog articles*
3. Explainer video
<https://vimeo.com/622475890/816252f539>
 - *Video for social media and for YouTube*
4. Gemini - <https://www.gemini.com/>
 - *Our partner exchange*
5. Coinbase - <https://www.coinbase.com/>
 - *Lots of good info on crypto*

Note - Please contact Charity Crypto Advisors if you desire additional information.