**Tool Kit**

**WELCOME TO GIOIAARTS! 2019 AMBASSADOR COMMUNICATIONS TOOLKIT**

Thank you for joining GioiaARTS! **You are a critical partner** in realizing our mission to help children and youth in need of tools and opportunity to grow through art exploration. We’re so glad to have you involved in the Mission! We encourage you to use the following **resources** to talk about and organize your **GioiaARTS campaign plans.** You can also reach GioiaARTS during Central Time business hours at 630-780-8732 with specific or random questions. We love to hear from you!

Who can be a GioiaARTS Ambassador? Anyone with a passion for bringing **hope, joy and arts experiences** to the poorest of the poor children and youth in our world. We especially encourage young people (**tomorrow’s missioners**) to consider jumping on board. You will learn about the lives of children who live in poverty and develop valuable fundraising skills!

**The Big Picture**

Here are a few details to help you focus your goals as a GioiaARTS Ambassador:

* GioiaARTS is a is a global effort – Our project to establish a GioiaARTS Room in Borongan, Eastern Samar in 2019 is our Alpha Project. The strategy is to expand to a second mission partner in the Philippines by early 2020 as we seek to build-out partnerships across the Philippines and mission territories worldwide.
* This year’s GioiaARTS focus is raising funds to establish the two GioiaARTS Rooms in Borongan!
* We believe Creative Arts Education sparks imagination and creativity and can transform communities from the inside-out. We believe tomorrows solution builders begin solving problems today with paper, clay, paint, and chalk.
* The cultural storytellers of a society record their culture and traditions in many ways; word, food, music, and dance, to name a few. We ask the question: If the storytellers only come from the economically secure portion of the society, who will reflect and record the culture from the viewpoint of those who live in poverty or are economically stressed? Peoples living in poverty have an important voice and visual stories to share with the world. GioiaARTS provides the tools to make these visual voices seen.
* All donations of materials and funds are used for our stated goals. One hundred percent of donations go to support art programs for children served by international mission communities. Donation are tax deductible due to our 501©(3) status and may be eligible for Employer Matching Gift programs. Direct donors to safely and securely give online through the Donate Here button on the GioiaARTS website. Our donor page is supported by Giving Fuel: <https://www.givingfuel.com/>
* GioiaARTS participates in #GivingTuesday. This year Giving Tuesday is December 3, 2019. Organizing a #Giving Tuesday event in support of GioiaARTS is a great way to rally your community around Giving- their time and treasure toward your great cause. If you are considering launching a #GivingTuesday campaign, you can find helpful information[**HERE**](http://www.givingtuesday.org/organizations#block--the-complete-toolkit).

**Plan, Communicate, and Execute Your Gioia! Idea**

Ready, Set, Go…

We want you to feel confident and have the right tools to drive success as a GioiaARTS Ambassador. We’ve created a toolkit outfitted with samples and down-loads to customize and kick-start your first event or campaign. You can begin communicating the mission of GioiaARTS today.

* Get Excited… and then get everyone around you excited too! How to talk to your team, board, donors and the wider public.
* Event Ideas
* Peer Target Fundraising – are you a current or past missioner? Reach out through your peer network to build a GioiaARTS Room.
* Social Media
* Press-Release
* Logos
* Full color printed brochure, card rack, bookmark, banner you can order.

**Get Excited**

You are the CEO of your GioiaARTS Ambassadorship. As such, you take the lead in engaging as many people as you can in joining your mission to bring creative arts opportunities to children.

* You are in the driver’s seat. You oversee designing your GioiaARTS campaign. You can enlist anyone anywhere to help you, so go ahead and build your team or if flying solo suits, you go for it! We are here to assist you.
* There’s no minimum activity or limit to how you inspire people to participate in doing good and spreading the GIOIA! From schools, church groups, other nonprofits to small businesses, corporations, and more, there are multiple local avenues where you can engage and amplify our mission message, starting with your friends and family.
* Your campaign as a GioiaARTS Ambassador can be a single annual event or a quarterly pop-up that dovetails with the seasons. It can be as simple as organizing a GioiaARTS Garage Sale or Coffee to hosting a dinner or gala – as an Ambassador you know best how to carry the mission forward to your community. Go BIG or go big in small ways…just go GioiaARTS! with a commitment to inspiring joy and hope in a child of God served by Missions in the forgotten areas of our world.
* Everyone has something to give to support your effort. You may be pleasantly surprised how many people and businesses in your community are willing to help by donating reduced or free printing, a venue rental fee, tech support, advertising, in-store event donating a percentage of sales to your GioiaARTS campaign. Give everyone an opportunity to open their hearts and to participate in your project.

**Event Ideas**

These are just a few ways you can help bring the Gioia Story to life for your community. You may inspire someone to consider joining a mission trip. Sharing your gifts as a Gioia ARTS Ambassador is a pebble in the pond of our world, the ripple will be felt and deeply appreciated by so many who long for hope and need that SPARK your donors are giving.

* **Gioiapalooza** - an art material collecting party! Make it a classroom fun-raiser or company social event, music is optional but encouraged!
* Host a school or church event making **GioiaARTS kits**! Organize and pack art materials in individual bags for 60 children to complete one art project. Include a personal note or card in each kit encouraging a child in another land to get messy and have fun!
* GioiaARTS **Scavenger Hunt**! Grab the supply wish list and see how many items you can collect - remember, we love gently bused items too!
* Raise awareness of the needs of children in faraway lands -host a **GioiaARTS Birthday Party** for your child. You can help your child embrace uplifting the lives of other children who are in need. Add a GioiaARTS twist to your party to empower social good while planting seeds to sprout future missioners.
* Thinking BIG? A **GioiaARTS Gala** may be the event for you!
* Invite your book club to spread the Gioia by **donating new or used art books**. How-to books, textbooks, art-history books, and monographs are all welcome.
* Create a **Great Uplift Day** and include GioiaARTS in your larger community giving program to uplift the poor who live near and far away by collecting clothing, food, hygiene products, diapers, eyeglasses, sneakers and art supplies. Connect local nonprofits who also uplift the poor to cross-promote the program and enlist their volunteers. Find a local drop-off venue such as a townhall, school gym, or Rec Center.
* Create an **Uplift Fair** at a local park where your community can donate goods to multiple service organizations and learn about local programs to uplift those living in economically stressed conditions. A GioiaARTS face-painting booth gives you an opportunity to speak with kids and adults about children served by missions and the mission of GioiaARTS.
* Gioia ARTS may be the **Advent or Lent Almsgiving** focus for your school or church. Connecting faith communities with the needs and challenges of mission communities unites our shared mission of caring for the human family.
* Partner with a local art store to hold an event or ask if you can set up a **donation box for materials**.
* Mini-entrepreneurs make great mini-missioners! A **GioiaARTS Lemonade Stand** is a great way to teach children and neighbors about GioiaARTS. Pass out brochures and bookmarks with those homemade cookies! Make a post card for your next event!
* Partner with your school’s art teacher to sponsor an **End-of-the-School-Year collection** of the gently used supplies from students.
* **Giving Tuesday 2019** is December 3rd- start planning your event now! More information is [**HERE**](https://www.givingtuesday.org/).

**TIP:** Document all your events with photos and videos. Help yourself by enlisting the help of a friend to be your photographer/videographer for the day. A smart phone will work great. **These photos are your megaphone!** They will help you advertise your next event and to create a case study of your success! You can share photos in real time or send them to GioiaARTS for us to create posts and help you tell your own GioiaARTS story.

**Peer Fundraising**

P2P=Friends depend on friends! You can create an online fundraising campaign using your social media network to inspire giving! Giving Tuesday is the global day of giving that takes place on the first Tuesday after Thanksgiving in the United States. Black Friday, Home -town Saturday, Cyber Monday has for the past seven years been followed by #Giving Tuesday.

* Take out your calendar and create your own #Giving event day: #GiveGioia, #GioiaartsGivingDay, #MissionArts. It can be connected to end of year giving or the start of the school year. Encourage families buying school supplies to toss a few extra art supplies in their cart.
* Turn it up! Partner with your work, parent association, class, dorm, or faith group to collaborate, join you, and engage their social network in a one-day fundraiser for GioiaARTS. You can reach across the country and around the world.
* Couple an online fundraising day with organizing a local event such as a GioiaARTS Scavenger Hunt.
* Create a You Tube video to share your event online and update your followers.
* Seek out a matching sponsor(s). A generous donor who will match dollar-for-dollar any amount donated during a certain hour.
* Share photos on social media as the day rolls on, include updates of the progress and goals met.

**TIP:** Remember to thank your community. Charity is its own reward, however a thank you goes a long way to ensuring your donors have a positive, memorable experience. Include fun facts of results of your day such as the number of items collected, funds raised, number of attendees. If you are planning an annual event let your donors know you are already planning to build on this year’s success and send the date for next year if possible. Invite donors to join you in planning your next annual fundraiser.

**Social Media**

Social media can be an especially effective means of communications to advertise your events to widen your sphere of donors. You can quickly and effectively share your GioiaARTS message, mission stories, your goals and victories!

* Capitalize on your Facebook, Instagram, Snapchat and Twitter skills. Make them your campaign multiplier.
* Look for other free online sources for advertising for your event such as Eventbrite or create a FB event ad. Faith groups often have virtual bulletin boards or use Constant Contact and will help you to expand your reach.
* Prime the pump for your event by creating a series of posts two weeks in advance to get the word out and build enthusiasm.
* We are happy to share your event and photos on the GioiaARTS FB page. This is a great way to reach even more people and inspire others to join GioiaARTS: Arts Mission to Promote Mission Arts!! Tag us! Use #GioiaARTS in your posts and ask your attendees and participants to do so also.

**Press Release**

 [GioiaARTS Logo]

Contact: [Your Name] FOR IMMEDIATE RELEASE

Telephone: [Your Phone] [DATE]

Email: [Your Email]

Website: [GioiaARTS Website]

[TITLE OF YOUR EVENT ALL IN CAPS]

[Subtitle of Press Release/Your Event]

[Your City, State, Date] [Describe your event with specific details of date, time, location in a statement. Include the benefits to the recipients]

**EXAMPLE:** Hometown Bakery is sponsoring a Sprinkle Joy Day on Saturday, May 26, 2019 from 8am – 3pm. 50% of the revenue from all sprinkle donuts and sprinkle cupcakes sold will go to supporting the GioiaARTS, a nonprofit dedicated to spreading the joy of artmaking to the poorest areas of our world. Purchase a naked cupcake, you can personalize your frosting and sprinkles at the Spread the Gioia! Table. Learn about the needs of international mission communities and the importance of empowering children through creative arts.

[Insert a quote from the business owner about the importance and benefits of the event]

[Add additional paragraph(s)]

**EXAMPLE:** Hometown Bakery is proud to partner with GioiaARTS in support of their mission to improve the lives of children living in poverty by providing art materials and opportunities for art exploration. Hometown Bakery invites you to hand craft your chocolate or vanilla cupcake with a frosting of your choice and selections from the Sprinkles Bar. Cupcakes are specially priced for the event: $5.00 for a small and $10.00 for a large cupcake, serves two. Our fantastic pre-sprinkles donuts and cupcakes are also available at regular prices.

[Insert a quote from a customer or worker about looking forward to the event]

[Insert GioiaARTS Message]

**EXAMPLE:** Help a child color their world. Your generous donation will go directly to funding a GioiaARTS Room, purchasing  needed supplies, or sponsoring an Arts Day Camp for children living in very poor communities where art materials are scarce or unavailable. GioiaARTS works in partnership with foreign missions to develop arts education programs. Bring your family and friends to join us on May 26th to support Sprinkle Joy Day and GioiaARTS!

[Insert GioiaARTS website]

**Logos**

 **GioiaARTS** Multi-Color

 **GioiaARTS** Green onWhite

 **GioiaARTS** White on Green

 **GioiaARTS Logo Picture**

**Marketing Materials**

GioiaARTS has developed marketing materials to help you share the GioiaARTS message. Take a look at what we have for purchase **or** to get ideas for you to create your own materials at home.