

Billy the Give Big Goat says:

Hello-o-o-o-o-o, Kern County Nonprofits!

It's time to start thinking about:

- How to make your agency more visible in the community;
- How to engage your board members, volunteers, advocates, traditional donors and especially BRAND-NEW donors in supporting your organization; and
- How to raise UNRESTRICTED DOLLARS through...



Give Big Kern, One Day to Celebrate the Giving Spirit of Kern County, coming up for the third year in a row on **Tuesday, May 1, 2018!** Close to 100 agencies participated in Give Big Kern 2017, raising almost \$150,000! We're hoping for even more agencies to come on board and for more dollars to be raised in 2018!

Supporting you in this effort will be Give Big Kern's organizing agency, **Kern Community Foundation**, itself a 501(c)(3) public charity with the simple mission of "Growing Community and Growing Philanthropy," and our dedicated technology partner since Give Big Kern's second year, **GiveGab**.

The theme for Give Big Kern 2018 is "*Giving Can Be Creative and Fun.*" To inspire you, we'd like to introduce our official mascot, **Billy the Give Big Goat**, who in his own playful way encourages all to "**Give B-I-I-I-G!**" on May 1.

Give Big Kern is a **FREE** resource available to any nonprofit organization registered with Kern Community Foundation. In addition to making

GiveGab's Giving Day technology platform available to participating nonprofits, the Foundation also provides agencies with the tools to help them make the most of their Give Big Kern experience.

Our trainings will assist you with donation page setup, publicity, social media, event planning, board and donor engagement and more. As our [2017 Give Big Kern Report to the Community](#) shows, agencies that took advantage of our trainings this year succeeded in achieving greater donor, volunteer and board member engagement, and raised more dollars.

To get things started, here are some important dates for you to mark on your calendars (Other workshops will be announced later):

- **Jan. 8:** Nonprofit registration opens on GiveBigKern.org.
- **Jan. 17, 10 - 11 a.m.:** **Kickoff Training Webinar from GiveGab***. (We recommend that you attend the webinar live, but if you can't, a recording of it will be posted online within 24 hours. A link to access the webinar will follow in the New Year.)
- **In-Person Workshop*** to help with Give Big Kern registration and planning.
Two dates/times/locations to choose from:

- **Jan. 18, 1:30 - 3:30 p.m. (1 - 1:30 check-in)** at the Larry E. Reider Education Center, 2000 K Street, Room 101, Bakersfield; *or*
- **Jan. 19, 9 - 11 a.m. (8:30 - 9 check-in)**, at Junior League of Bakersfield, 1928 19th St., Bakersfield.

***MANDATORY for participating agencies.**

Use [this link](#) to sign up for either of the *in-person workshops by January 10*. Questions? Contact Kern Community Foundation's Community Impact Manager Louis Medina at louis@kernfoundation.org, or (661) 616-2603.