



## Nonprofit's Guide to Old Bill's 2021

*(July 1, 2021 - Subject to updates)*

### Old Bill's Rules & Procedures

A reminder that 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.

### Old Bill's Brochures

The 2021 Giving Season runs August 13 to September 17 at 5pm. Throughout this period, brochures featuring a list of participating nonprofits will be available at the Community Foundation (245 E. Simpson Avenue) and various locations around the valley. Up to 200 brochures per nonprofit will be available for pick-up on a first-come, first-served basis at the Foundation beginning August 13. 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. *Please do not mail brochures or donor forms to Teton County addresses.*

The Foundation shares the [Nonprofit Directory](#) with donors seeking information about participating organizations. If you don't have a profile or need to update yours, please [click here](#).

### Old Bill's 2021 Logo

The Foundation encourages participating nonprofits to use the Old Bill's logo in marketing related to the event, as well as to link to [oldbills.org](http://oldbills.org) on their websites and social media. [Click here to download the 2021 logo suite](#), and refer to the [Old Bill's Rules & Procedures](#) for marketing guidelines.

### Old Bill's 2021 Calendar

[Click here for the Old Bill's 2021 calendar](#). Please record these dates so your organization doesn't miss any events or deadlines.

## Old Bill's Communications

The Community Foundation communicates with Old Bill's 200+ nonprofit participants via email. Each organization has **one designated contact**, whom it identified in its Old Bill's application. To avoid missing important communications, please classify the domain cfjacksonhole.org as a "safe sender" in your email software.

## Donor View

In mid-August, you will receive an email with your organization's Donor View login credentials. Donor View is the online platform through which you'll be able to see Old Bill's donations to your organization.

## Run Day (Saturday, September 11)

The Community Foundation looks forward to hosting a familiar version of Old Bill's Fun Run on September 11! As always, the event will highlight community, philanthropy, and the remarkable work of local nonprofits. Following are details about Run Day and how your nonprofit may choose to be involved.

### *What will Run Day look like?*

This spring, the Community Foundation worked with the Teton County Health Department (TCHD) and Town of Jackson to incorporate various COVID-19 precautions into the traditional Old Bill's Run Day event template. Our primary objectives are to spread people out and mitigate opportunities for clustering. In this vein, the following modifications are planned:

- Event relocation to the **playing fields at Jackson Elementary School (JES)**, which offer much more space to spread out than Old Bill's traditional venue at Town Square. Coincidentally, this is the site of the original Old Bill's 25 years ago!
- Dispersed activity areas hosted by participating organizations, as opposed to the usual 115 tightly-packed nonprofit booths. (Details on "Nonprofit Village" in the next section.)
- Staggered run/walk start times.
- Onsite mask and sanitizer stations, as well as TCHD informational signage.
- Distribution of pre-packaged foods only.
- Urging in event marketing that anyone with symptoms of illness refrain from attending.

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. This year, participants also have the option to join a half-mile Old Bill's Costume Parade and Fun Walk, which will circle Town Square. A great option for those pushing strollers or wheelchairs!

Additional Run Day details, including event and route maps, will be available by the August 13 start of the Old Bill's Giving Season. Please stay tuned to [oldbills.org](http://oldbills.org) and mass communications from the Foundation.

**In accordance with Town of Jackson regulation, an in-person Run Day will only take place if Teton County is in the green or yellow [COVID-19 Public Health Guidance Level](#). The Foundation will broadly message any change in plans to participating nonprofits and the community at large.**

***In the absence of a booth on Run Day, how can my nonprofit participate in Old Bill's?***

As a COVID-19 safety precaution, Run Day will not feature nonprofit booths since they can cause participant clustering. Instead, nonprofits may choose from three ways to be involved with Old Bill's. *All are optional.*

### **I. Countdown Week (September 7-10)**

During Countdown Week, the Community Foundation will use digital and print media platforms to build Old Bill's awareness and fundraising momentum by spotlighting nonprofits by service area. At [oldbills.org](http://oldbills.org), the Foundation will highlight [Old Bill's Participating Nonprofits](#) and a [Nonprofit Gallery](#) (scroll down to bottom). If you'd like to update your organization's photo, please email a replacement to [Anne Bradley](#).

Each day of Countdown Week, the Foundation will highlight one to two nonprofit service areas (see below). Your organization is in the service area you specified in your Old Bill's application.

- Tuesday, September 7 – Conservation & Environment + Animals
- Wednesday, September 8 – Education + Civic
- Thursday, September 9 – Sports & Recreation + Arts & Culture
- Friday, September 10 – Health & Human Services

Each nonprofit is invited to do something on its designated day to celebrate its work and Old Bill's in general. Some ideas:

- Create a digital impact photo compilation and share it on your website and social media.

- Make a short video about your organization and how to support it through Old Bill's, then post it to social media or send out in a special edition e-newsletter.
- A (COVID-safe) flash mob dance in your nonprofit's logo'ed gear or costumes.
- Catch commuters' attention by cheering on a street corner during rush hour with organizational signs/costumes/branded clothing.
- Individual or collaborative newspaper or radio advertising.
- Staff wear Old Bill's shirts to work.

Get creative, and please reference TCHD guidelines in your planning. You're encouraged to share your Countdown Week celebration via Foundation marketing channels:

- Use the hashtag #oldbills2021 in social media posts.
- Tag @cfjacksonhole on [Instagram](#) and/or [Facebook](#).
- Email your photos and/or video footage to [Anne Bradley](#).

## **2. "Nonprofit Village" on Run Day (September 11)**

In lieu of 115 nonprofit booths on Run Day this year, the Old Bill's "Nonprofit Village" will consist of dispersed activity areas hosted by nonprofit groups based on service area: Animals, Arts & Culture, Civic, Conservation & Environment, Education, Health & Human Services, and Sports & Recreation. The goal of the Nonprofit Village is to highlight Old Bill's nonprofits in a spread-out, open-air setting that mitigates clustering and promotes the flow of foot traffic. Social distancing will be encouraged, and mask/hand sanitizing stations will be numerous.

The Foundation is developing Nonprofit Village activity plans with captains for each activity area. We will email your organization's designated Old Bill's contact in mid-late July with an invitation to help staff your service area's activity. There will be a meeting for organizations involved in the Nonprofit Village on Thursday, August 19 from 1-2pm at the JES fields.

## **3. Walk or run as a nonprofit group (September 11)**

Nonprofits are encouraged to show their spirit and catch the attention of Old Bill's participants (and photographers!) by walking or running as a group in logo'ed clothing or mission-related costumes. Your organization may choose the 5K, 10K, or half-mile Costume Parade and Fun Walk. Add to the festivity and energy of Old Bill's by inviting your staff, board, and volunteers to participate.

**A reminder that the above ways to participate in Old Bill's are entirely optional.** As always, your nonprofit is free to determine how it engages its stakeholder in Old Bill's celebrations and giving.

## Old Bill's 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:

- Marketing and outreach: [Anne Bradley](#)
- Old Bill's events and related logistics: [Suzanne Rees](#) or [Annie Riddell](#)
- Donor View, cash, check and credit card gifts, gift reporting: [Erin Lusins](#)
- Grantee View, Old Bill's application: [Cindy Corona](#)
- Stock gifts: [Amy Wheeler](#)