



# Nonprofit Guide to Old Bill's 2022

**Giving Season: August 12 – September 16, 2022**

**Run Day: Saturday, September 10, 2022**

[www.oldbills.org](http://www.oldbills.org)

## Old Bill's Rules & Procedures

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 2022 Giving Season is August 12 to September 16 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 12. 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. PDF versions of the 2022 brochure and donor form will be available for download in English and Spanish at [oldbills.org](http://oldbills.org). *Please do not mail brochures or donor forms to Teton County addresses.*

## NEW! Old Bill's Logo

The Foundation encourages participating nonprofits to use the Old Bill's logo in marketing materials related to the event, as well as to link to [www.oldbills.org](http://www.oldbills.org) on their websites and on social media. We rolled out a new logo this year, so please [click here to download the 2022 logo suite](#), and refer to the [Old Bill's Rules & Procedures](#) for marketing guidelines.

## Old Bill's 2022 Calendar

[The Old Bill's 2022 calendar](#) will remain up to date at [www.oldbills.org](http://www.oldbills.org). Please record these dates so your organization doesn't miss any events or deadlines. The Old Bill's Rubber Ducky Regatta is at Russ Garaman Park on Friday, August 12 this year – invite your donors and volunteers to launch into giving season with us!

## 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.

The Foundation shares its [Nonprofit Directory](#) with donors seeking information about participating organizations. Please create a listing or ensure your current listing is up to date.

## **Donor View**

Donor View is the online platform through which you'll be able to see Old Bill's donations to your organization. On August 12, your organization's designated Old Bill's contact will receive an email with Donor View login credentials, as well as guidance on reviewing donations.

The Community Foundation staff processes gifts steadily from the start of the Giving Season (August 12) through mid-October. All gifts are reviewed prior to posting, including online donations, which creates a delay between gift receipt and when gifts are visible on Donor View. Note that almost  $\frac{2}{3}$  of donations arrive in the last week of the Giving Season. Last year, the Foundation received over \$1 million in checks and over \$300,000 in credit card gifts on the last day. You will be notified when all gifts have been processed. We appreciate your patience!

## **Run Day (Saturday, September 10)**

The Community Foundation looks forward to hosting a familiar version of Old Bill's Fun Run on September 10 at the Jackson Elementary School field on the corner of Willow & Deloney Street. As always, the event will highlight community, philanthropy, and the remarkable work of local nonprofits.

Nonprofits are encouraged to show their spirit and walk or run as a group in logo'ed clothing or mission-related costumes. Add to the festivity and energy by inviting your staff, board, and volunteers to participate. 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. Additional Run Day details, including event and route maps, will be available by the August 12 start of the Old Bill's Giving Season at [www.oldbills.org](http://www.oldbills.org).

## **Run Day Booths**

Organizations that indicated interest in hosting Run Day booths in their applications will be notified of booth location at the mandatory booth meeting on Wednesday, August 17th from 1:00-2:00pm at Jackson Elementary School field. All booth hosts must attend. If a representative for your organization does not attend the meeting, your organization will no longer be eligible for a booth.

We strongly encourage each booth to be interactive; plan for ways that the community can engage with your nonprofit by playing a game, doing a craft, or completing an activity. If you requested a booth but decide not to host one, please cancel your spot with Suzanne Rees ([srees@cfjacksonhole.org](mailto:srees@cfjacksonhole.org)) as soon as possible.

## **Impact Photos**

As part of our multimedia marketing and outreach strategy for Old Bill's 2022, the Community Foundation is requesting "impact photos" from participating nonprofits. Impact photos depict Old Bill's funds at work in our community and represent the mission and programs of your organization. Your organization's impact photos will be featured on oldbills.org, on social media, Foundation materials, and in advertisements. Please [click here](#) to upload up to five high-resolution impact photos by Friday, July 22.

## Countdown Week (September 6-9)

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 services areas/areas of interest. At [www.oldbills.org](http://www.oldbills.org), the Foundation will highlight [Old Bill's Participating Nonprofits](#) and a [Nonprofit Gallery](#) (scroll down to bottom).

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

- Tuesday, September 6 – Conservation & Environment + Animals
- Wednesday, September 7 – Education + Civic
- Thursday, September 8 – Sports & Recreation + Arts & Culture
- Friday, September 9 – Health & Human Services

This year, countdown week is focused on social media and marketing amplification leading up to Run Day. 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.
- Individual or collaborative newspaper or radio advertising.

You're encouraged to share your Countdown Week celebration via Foundation marketing channels:

- Use the hashtag #oldbills2022 in social media posts.
- Tag @cfjacksonhole on [Instagram](#) and/or [Facebook](#).
- Email your photos and/or video content to [Anne Bradley](#).

**Reminder: 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, Nonprofit Directory: [Suzanne Rees](#)
- Donor View, cash, check and credit card gifts, gift reporting: [Erin Lusins](#)
- Grantee View, Old Bill's application: [Cindy Corona](#)
- Stock gifts: [Erin Lusins](#)

Updated August 29, 2022

*Old Bill's Event details are subject to change, please check [www.oldbills.org](http://www.oldbills.org) for updated information.*