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TIPSHEET: TALKING ABOUT YOUR GIVE2ASIA PARTNERSHIP

Your organization has passed Give2Asia's Due Diligence Review, you have signed the Friends Fund Agreement, your donation page is up and running, and you have claimed your new badge. What's next? How do you increase traffic to your donation page?

GET THE WORD OUT

Let your stakeholders know about the availability of this new platform to help your cause. There are 3 key points that you may choose to communicate:

- **Credible.** Your partnership means that you have passed Give2Asia's rigorous Due Diligence review that deems your organization legitimate, credible, and eligible to accept donations from donors based in the United States.
- **Secure.** You have a new secure platform to accept international donations via your Give2Asia donation page.
- **Tax-deductible.** Contributions made through the Give2Asia donation page are tax-deductible. Give2Asia handles donations of cash, stock, and Bitcoin, and manages all tax receipts for your donors.

Here are some suggestions for how to increase awareness of your partnership with Give2Asia.

1. Display your Give2Asia Badge

Your Give2Asia Badge is a “seal of approval” that certifies that you have passed our rigorous Due Diligence review. You may display this on your website or other online platforms, and even on your brochures and other fundraising collaterals. You can refer to the guidelines for using the badge [here](#). You may also consider displaying it in your email signature.

When displaying the badge, be sure to hyperlink it to your Give2Asia donation page. You may also briefly describe the partnership with a few words: **“We are able to accept tax-deductible gifts from donors based in the United States through our partnership with Give2Asia.”**

2. Email announcement

Let your donors and stakeholders know that you are Give2Asia-vetted. Emphasize the availability of this new platform to encourage giving.

3. Publish a press release and social media posts that link to your donation page

Write about your partnership with Give2Asia and highlight its advantages to the organization and your donors.

- *How?* This can be a stand-alone story or press release announcing the partnership, a blurb or supplement to a feature about a recent event you had, or a story about your beneficiaries.
- *Where?* You can publish this article on your website, your social media platforms, or other media channels you might have access to.
- *What?* Below is a sample press release template and social media cues that can be used for this purpose.

Sample Press Release Template:

New Pathways For <<insert cause, such as “Supporting Women’s Livelihoods”>> Through Partnership with International Nonprofit Give2Asia

<<Date>>: <<Organization Name>> has created a new avenue to promote <<Insert cause>> with its strategic partnership with Give2Asia, a leader in international philanthropic services for the Asia Pacific. This partnership enables

Displaying your Give2Asia Badge on your webpage or email signature:



donors based anywhere in the United States, Australia or Hong Kong to easily make tax-deductible donations to support <<Organization Name>> by contributing through Give2Asia's platform.

This partnership is only possible because <<Organization Name>> was vetted by Give2Asia's due diligence process, which is known for its thorough assessment of the laws and regulations in the U.S. as well as the recipient country.

As a fiscal sponsor, Give2Asia creates a unique donation page on its website that can be used to send funds and receive an immediate tax receipt. This donation page is located at <<Donation Page URL>>.

About <<Organization Name>>: <<insert organization description here>>.

About Give2Asia: Give2Asia (www.give2asia.org) is an international nonprofit that establishes trusted pathways for philanthropy to charitable projects and social enterprises in the Asia Pacific region. It ranks among the top 0.5% of nonprofits for transparency, earning it GuideStar's Platinum Seal of Transparency. Through advised grantmaking and friends fund, Give2Asia has connected thousands of donors with over 2,000 grant recipients making lasting changes to their communities.

Sample Social Media Cues:

Give2Asia on Facebook/Twitter/LinkedIn: @give2asia

- It's official – we've partnered with @Give2Asia! This means tax-deductible donations can now be sent to us from the U.S. at <<give2asia.org/URL>>. Share the news and help support our mission!
- Give2Asia has officially partnered with us, recognizing us as one of their closely vetted nonprofits creating community-led change in China. Find and support our new donation page at <<give2asia.org/URL>>.
- We are officially able to receive tax-deductible donations from the U.S.! Send support instantly through our @Give2Asia donation page at <<give2asia.org/URL>>
- We are officially partnered with @Give2Asia, meaning that we have been vetted thoroughly and can receive donations from the U.S.! See our new page and send support at <<give2asia.org/URL>>.

4. Speak about your Give2Asia partnership in events and meetings

Does your organization organize or attend big events? Don't forget to tell your audience about your Give2Asia affiliation and share the link to the donation page.

5. Tell us about your events and milestones

The Give2Asia team is always on the lookout for interesting stories from our partners! Did you conduct a fundraising event? Did you just celebrate your anniversary? Submit a brief summary and we can highlight your organization on the website.

The Give2Asia marketing team may also approach you to solicit stories when we have relevant campaigns that we run throughout the year.

6. Be in touch!

Don't be a stranger to Give2Asia! Update your page from time to time with new information and send new photos. Tell us about any new initiatives or plans. Take time to read the Give2Asia newsletters. Communicate with us your concerns or suggestions.

Do you plan a visit to the U.S. to engage with donors? Let us know, and we can help you prepare for your event. If you plan to stop by our US office, we can arrange a Lunch and Learn Session so we and other potential supporters can hear your mission live.

Give2Asia is always looking for more ways how we can add value to our Friends Fund partners and we are always happy to hear from you!