

Give Guide & Tips

Thank you for participating in the IMOGive program in honor and memory of someone you've lost. What a great opportunity to share their story and keep their spirit alive.

This one page guide is designed to help you make the most of your give moment. There is nothing here that is absolute, consider this best practice and safe guardrails.

Preparation Is Key To Best Outcome

- Make sure you have everything: charged cell phone for recording presentation, gift, picture, gift bag, kids with you (preferably)
- Have you landed on a venue yet? What is something your tribute loved to do? Historically, this is how people tie their loved one to the location.
- Is the venue/location in a public area? Our recommendation is that you do your presentation during daylight hours to capture better video and reaction.
- How will you pick the recipient of your tribute award? The presentation must be random and a surprise to have the impact and align with our core mission.

What to Say?

- What are you going to say? We've included a script if you are a loss for words (see below). The script may help customize your own narrative. Have fun with it, don't be stiff – you're giving away money in honor of someone cool afterall!
- Are you having a young person present? Our goal is to have young people run this organization within 2 years. If you can, have your kid, grandkid, niece, or nephew present where possible. Be sure to do a 'dry run' with them before to get them comfortable.

Recording Video Tips

- ✓ Make sure you are using a newer cell phone (iphone 6 or better) – quality is key to our success as we hope to get people to donate to IMO after seeing your video
- ✓ Always record in landscape (with phone horizontal). This fills out the social media and website screens much better
- ✓ Get close to the action. Audio is most important! Don't try and film from across the street. You need at least two people for each presentation, one specifically handling the recording.

- ✓ Hit record approx. 10 seconds before you approach the lucky recipient. During these 10 seconds, say 'Where you are, who the IMO give is in memory of, and what IMOgive# you are'
- ✓ Keep the presentations to under 2 minutes when possible.
- ✓ Before you stop recording, try to look back at camera and say #IMOgive #____. This will help our social media reach. Remember, the goal is to keep the giving going and move people to share with their network and for donations to roll in.

Posting Video to IMO Foundation's Public Facebook Group

- Post the video to the IMO foundation facebook group page through the facebook app on your phone.
- In your post, write #IMOgive___ in memory of _____ and anything else nice you'd like to say about the experience for you and/or the kids.

Script Ideas

Presentation script:

Looking at camera: "we're outside the Performing Arts Theater in Edmonds, this give is in memory of Brian LaBlanc, IMOgive #1"

Adult: *Hi there, we'd like to give you something, would **\$100** make your day today?*

Awesome! My name is Paul LaBlanc and we're representing the IMO Foundation, a non-profit dedicated to refreshing generosity and connecting community, in memory of a loved one. We selected you at random.

Kids: *This is a picture of my Uncle Brian, he passed away at 24 years old. He loved theater and starred in many high school plays. On behalf of our Uncle Brian, we'd like to present you a \$50 gift card to Safeway because he loved buying junk food. We'd also like to give you a \$50 gift card to this theater because acting was his passion.*

Adult closing: *The IMO Foundation is 100% crowd funded and operated. This is IMOgive #____ in memory of my **brother Brian LaBlanc**. For more info about our foundation or how you can pay it forward, please join our facebook group and page and visit our website at imofoundation.org. Most importantly, enjoy your day and we hope you can share this moment with your network of friends and family.*

Stop recording: *at this point kindly ask if they mind if we share on our facebook page.*

For more information on IMO Give best practices, watch the video at <https://imofoundation.org/give>