

## Tin Cup Marketing Guide

Congratulations on being included in the 19th Annual Tin Cup Challenge program! With your help, we can spread the word more widely and maximize donations during this collaborative 6-week fundraiser.



**Giving Period:** June 12 – July 24, 2026

**Event Day:** Saturday, July 18, 2026

9 am to noon at the Driggs City Park

### Marketing Resources:

- Tin Cup logos (multiple formats)
- Tinny
- Universal posts – Giving Period, Event Day
- [Tin Cup Canva Templates](#) (this is your access)
  - Add your logo, brand colors, and photos
  - Use as much or little as you like
- Your listing at [TinCupChallenge.org](https://www.tincupchallenge.org)
- Donor Form - Add your organization to the 1st available line for direct solicitations or events. (coming soon)

### Quick Start

1. Use the **Canva templates** to create a post
2. Add your logo, message, and donation link
3. Share 1-2 times per week during the giving period
4. Post again during the final week and on Event Day
5. Keep it simple. Participation matters more than perfection!

### Suggested Posting Timeline

To stay visible:

- **Week 1:** Announce participation
- **Mid-Campaign:** Share impact or a story
- **Week 4:** Promote matching funds
- **Event Day:** Final push + community celebration
- **Final Week:** “Last chance” urgency posts
- Aim for **at least 3-5 posts** during the campaign

### Tag & Connect:

- FB: [@TetonValleyNonpro1tHub](#)
- Instagram: [@cftetonvalley](#)
- Linked-In: [@community-foundation-of-teton-valley](#)

## Tin Cup Marketing Guide

- YouTube: [@communityfoundationofteton4347](#)

### Sample Post Language (Copy/Paste):

- We're thrilled to be participating in the 19th Annual Tin Cup Challenge!
- Visit [www.TinCupChallenge.org](http://www.TinCupChallenge.org) to donate directly to \_\_\_\_\_ today.
- Organizations receive 100% of all designated gifts, plus a partial Match Grant from the Community Foundation of Teton Valley.
- With a partial Match from Challengers, your gift goes further today – donate at [www.TinCupChallenge.org](http://www.TinCupChallenge.org).
- Tin Cup donations allow us to focus on our mission to \_\_\_\_\_. Support us directly at [www.TinCupChallenge.org](http://www.TinCupChallenge.org).
- Community Counts! Participate with a donation of any size to be counted in this year's Tin Cup Challenge! Give directly to \_\_\_\_\_ at [www.TinCupChallenge.org](http://www.TinCupChallenge.org).
- Give today to have your donation partially Matched! No gift is too small to make a difference – [www.TinCupChallenge.org](http://www.TinCupChallenge.org). #communitycounts
- Join us to celebrate Teton Valley's hard-working nonprofits and community generosity on Event Day – Saturday, July 18, at the Driggs City Park from 9 a.m. to noon. Register to run in the 5K, 10K, or Fun Run/Walk. Enjoy nonprofit booths, activities, and information, along with complimentary snacks and beverages. [www.TinCupChallenge.org](http://www.TinCupChallenge.org).
- Run with us on Event Day – always the 3<sup>rd</sup> Saturday in July! [www.TinCupChallenge.org](http://www.TinCupChallenge.org)

### Get the Most out of Tin Cup

Maximize your reach by sharing across:

- Social media platforms
- Newsletters
- Website
- Events & gatherings
- Direct outreach
- Email signatures
- Always link to [TinCupChallenge.org](http://TinCupChallenge.org)
- Have fun with Tinny!

### What Works Best

- Posts with photos of people, programs, or impact
  - Short, heartfelt messages (keep it simple!)
  - Repeating your message—don't worry about posting too much
-

## Tin Cup Marketing Guide

 Have Fun With It!

Use Tinny, share your story, and celebrate your impact.  
Your voice is what makes Tin Cup a true community-driven success.

---


Thank you for being part of Tin Cup 2026—Community Counts! 

### Recommended Hashtags

Use 5–8 hashtags per post. Choose a mix from the categories below.

 **Core Hashtags** (include 2–3) - These connect your post to the Tin Cup campaign:

#TinCupChallenge  
#CommunityCounts  
#TetonValley  
#TinCup2026

 **Donation Posts** (pick 2–3) - Encourage people to take action:

#GiveToday  
#GiveLocal  
#SupportLocal  
#DonateLocal  
#GiveBack

 **Community & Impact** (pick 1–2) - Highlight your mission and community spirit:

#ItTakesAValley  
#StrongerTogether  
#CommunityMatters  
#LocalImpact  
#MakeAnImpact

### **Optional**

#FlatTinny  
#ChallengersMakeItPossible

---

### **General Post**

#TinCupChallenge #CommunityCounts #TetonValley #GiveLocal #ItTakesAValley

## Tin Cup Marketing Guide

### Donation Ask

#TinCupChallenge #GiveToday #DonateLocal #CommunityCounts #GiveBack

### Impact / Story

#TinCupChallenge #CommunityMatters #LocalImpact #ItTakesAValley

### Last Chance/Urgency

#TinCupChallenge #GiveToday #SupportLocal #CommunityCounts

---

### Quick Tips

- Use hashtags at the end of your post
  - Stick to 5-8 total
  - You don't need to use every hashtag. Choose what fits.
  - Use #ItTakesAValley when highlighting community, collaboration, or Event Day
-