

The Capital of Nonprofits: Elevating Our Community and its Economy

Social Media Content Library

Graphic 1: Week of March 1 “Nonprofits help our community thrive, contributing \$3 billion each year to our local economy..”

Nonprofits help our community thrive, contributing \$3 billion each year to our local economy. By supporting the Big Bend’s nonprofit sector, we can energize this growth to new heights! Here’s how:

http://bit.ly/Nonprofits_Survey

[UPLOAD VIDEO]

Nonprofits contribute
\$3 BILLION
each year to our local economy



Graphic 2: Week of March 8 “While most Big Bend residents know that nonprofits play a vital role in our community, about half aren’t aware they also drive our local economy forward...”

While most Big Bend residents know that nonprofits play a vital role in our community, about half aren’t aware they also drive our local economy forward – contributing \$3 billion each year. Learn more: http://bit.ly/Nonprofits_Survey

[**UPLOAD VIDEO**]



53%

of Big Bend residents don't realize that nonprofits are **local economic drivers**

Graphic 3: Week of March 15 “Fewer than 1 in 3 Big Bend residents say they’ve used or benefited from a nonprofit...”

Less than 1 in 3 Big Bend residents say they’ve used or benefited from a nonprofit. But the reality is, most of us interact with and benefit from nonprofits every day without even realizing it. Here’s how: http://bit.ly/Nonprofits_Survey

[**UPLOAD VIDEO**]

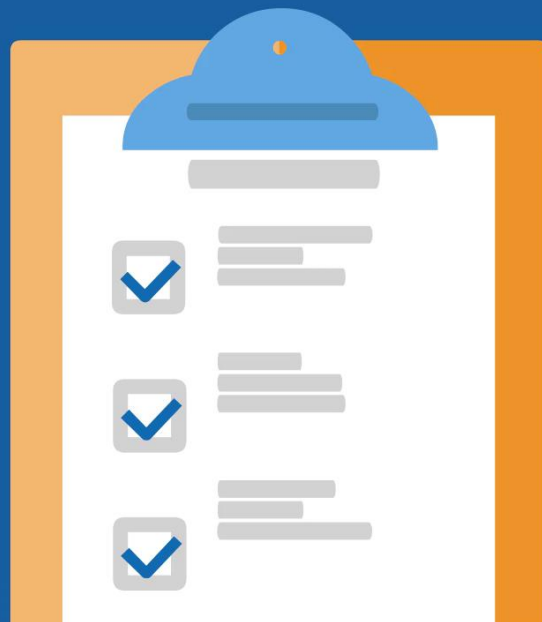


Graphic 4: Week of March 22 “Florida’s Big Bend has a wealth of nonprofit organizations right here in our own backyard...”

Florida’s Big Bend has a wealth of nonprofit organizations right here in our own backyard, but only 1 in 3 residents realize just how many there are. Learn more: http://bit.ly/Nonprofits_Survey

[UPLOAD IMAGE]

The Big Bend region is home to **more than 2,300** registered nonprofits



Graphic 5: Week of March 29 “Nonprofits are more than just human service organizations and religious institutions.”

Nonprofits are more than just human service organizations and religious institutions. They also include hospitals, credit unions, and much more. For example, one of Leon County’s three largest employers, Tallahassee Memorial, is a nonprofit – with 5,000+ employees! Learn about nonprofits: http://bit.ly/Nonprofits_Survey

[UPLOAD VIDEO]

One of Leon County’s three
largest employers is a
NONPROFIT



Graphics 6 thru 8: Week of April 5 – there are three different slides that include quotes from the COCA, INIE, and UPHS Executive Directors. You might want to choose the quote that best represents your organization and share that one...or share them all!

The nonprofit sector contributes \$3 billion annually to Florida’s Big Bend. With such a large infusion into our local economy, it’s time to give nonprofits the recognition and voice they deserve!

[UPLOAD IMAGE]



On one side, we see **generous support** for the mission of nonprofits through donations and time.

Yet on the other side, we see a **lack of understanding and knowledge** about the business of nonprofits.

AMBER R. TYNAN
UPHS Executive Director

More than 2,300 nonprofits call Tallahassee home, generating 25% of our economic activity. We need to start thinking of the nonprofit sector as our community's third pillar – alongside government and education!

[UPLOAD IMAGE]



It's critically important that **nonprofits play an active role** in developing policies that **shape the future** of our community and economy.

FELINA MARTIN
INIE Executive Director

Nonprofits are the backbone of our local workforce, accounting for 1 in 10 jobs and generating 25% of the Big Bend's economic activity. When we raise the nonprofit sector's voice, our local community AND economy thrive!

[UPLOAD IMAGE]



There are hundreds of arts and cultural nonprofits in our community that **fuel our economy, employ thousands of people,** and make the Big Bend such a wonderful place to live.

KATHLEEN SPEHAR
COCA Executive Director