

# Midlands Gives Nonprofit Handbook

A guide to help you navigate and prepare for the 2018 event!

## 4 Easy Steps to Participate!



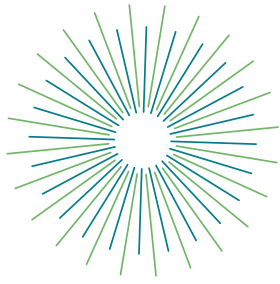
### HELLO NONPROFITS!

Welcome to Midlands Gives 2018 and thank you for your interest in participating! This handbook is designed to give you an overview of the 2018 event and make participating in this 24-hour day of giving easy. We hope you will join us in celebrating philanthropy by participating in this year's Midlands Gives event.



MIDLANDS  
GIVES

Powered by CENTRAL CAROLINA  
Community Foundation



# MIDLANDS GIVES

Powered by CENTRAL CAROLINA  
Community Foundation

The fifth annual Midlands Gives event is on Tuesday,  
May 1, 2018!

## What is Midlands Gives?

Midlands Gives is a 24-hour online giving event that brings the region together as one community, raising money and awareness for local nonprofits in 11 Midlands counties. During Midlands Gives, contributions of just \$20 or more are amplified through sponsored prize incentives. Since its inception in 2014 the event has raised \$5,523,721 for hundreds of local nonprofits.

## Midlands Gives Goals

- 1. CREATE**  
a community event around online giving
- 2. IMPROVE**  
nonprofit capacity
- 3. BUILD**  
awareness of local nonprofits

To learn about the Community Foundation, visit our website at [www.yourfoundation.org](http://www.yourfoundation.org).

## Who is Central Carolina Community Foundation?

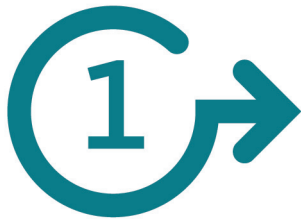
Your proud hosts of Midlands Gives! Central Carolina Community Foundation, the Midlands' expert on philanthropy, is a nonprofit organization that links charitable people and businesses with areas of need in our community. Our mission is to promote, facilitate, and increase philanthropy to create a sustainable impact within our community through responsible giving.

The Community Foundation serves donors and organizations in the following 11 counties of the Midlands of SC: Calhoun, Clarendon, Fairfield, Kershaw, Lee, Lexington, Newberry, Orangeburg, Richland, Saluda and Sumter.



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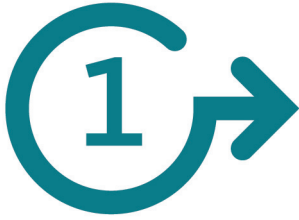
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## REGISTER

# Are You Eligible To Participate?

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## Why Should You Participate?

### 1. FUNDRAISING RESULTS

Nonprofits that participated in 2017 raised an average of \$3,673 during Midlands Gives.

### 2. DONOR ACQUISITION

46% of donors who gave in 2017 were first time givers to that organization

### 3. TRAINING

Participating nonprofits receive hundreds of dollars worth of social media and fundraising training for FREE!

### 4. A COMMUNITY-WIDE CELEBRATION

Midlands Gives celebrates YOU and lifts up giving by uniting the community to support local nonprofits.

## Eligibility Requirements:

To be eligible to participate in Midlands Gives 2018, a nonprofit must:

- Be a 501(c)3 in good standing
- Have an office in one of the following South Carolina counties: Calhoun, Clarendon, Fairfield, Kershaw, Lee, Lexington, Newberry, Orangeburg, Richland, Saluda or Sumter
- Have a minimum of 1 full year of financial history as a 501(c)3 nonprofit organization

## Participation Requirements:

To participate in Midlands Gives 2018, nonprofit must:

- Create a Midlands Gives profile
- Have an account with GuideStar
- Complete all training requirements
- Maintain an up to date website and social media page throughout the campaign
- Maintain valid email for primary contact throughout the entire campaign
- Provide fiscal information as required, including a 990 or 990N and, if applicable, a letter from your fiscal agent
- Read and sign Participating Agreement



## REGISTER

# Midlands Gives 2018 Participation Agreement

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As the representative for a Nonprofit Organization wishing to participate in Midlands Gives, I agree to the following terms for Midlands Gives 2018:

### **My organization meets the following ELIGIBILITY REQUIREMENTS:**

- Is a 501(c)(3) nonprofit in good standing
- Has an office located in one of the 11 counties served by Central Carolina Community Foundation
- Has at least 1 full year of financial history as a 501(c)3 nonprofit organization

### **My organization agrees to the following PARTICIPATION REQUIREMENTS:**

- Create a Midlands Gives profile using the CiviCore platform and accepts responsibility for providing complete and accurate information on the profile (grammar, spelling, URL links, etc.)
- Have an account with GuideStar
- Complete all training requirements
- Maintain an up to date website and social media page throughout the campaign
- Maintain valid email for a primary contact throughout the entire campaign
- Provide fiscal information as required, including a 990 or 990N and, if applicable, a letter from your fiscal agent
- Read and sign this Participation Agreement in your Midlands Gives Profile

### **My organization agrees to the following RULES/POLICIES:**

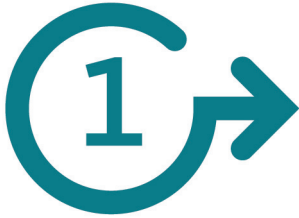
I understand that Central Carolina Community Foundation is not responsible for the amount of money that may or may not be contributed to my organization during the 24-hour event. I understand that donors choose the nonprofit they are giving to when making the online gift and The Foundation has no control of this process. Central Carolina Community Foundation is not responsible for any loss of donations as a result of a software breakdown, act of nature or any other force.

I understand that only donations paid to my nonprofit organization through the MidlandsGives.org website will count toward the incentive contests and award distribution.

I agree to abide by all of the prize rules and guidelines outlined by the Community Foundation and understand that the Foundation reserves the right to disqualify any participant from participating in the event and/or receiving prizes at any time before, during or after the event, if, in its sole discretion, it believes that there has been a breach of these rules and/or deception on the part of the participating nonprofit.

I understand that Central Carolina Community Foundation will provide me with a summary of my Grant Distribution on or before June 15, 2018. I further understand that I will have 10 business days to dispute any of the information provided in the summary and after this point no further adjustments will be considered.

I understand that all donations--plus any applicable prize grants, minus the credit card and technology fees--will be disbursed by June 30, 2018.



## REGISTER

# Registration Process: New Nonprofits

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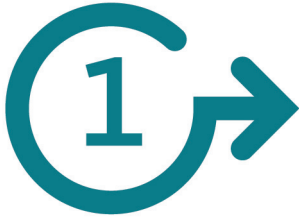
## 1. Fill Out the APPLICATION

This online form will ask you general information about your organization so that we can determine if you are eligible to participate in Midlands Gives.

### Information you will need to complete the APPLICATION:

- Midlands Gives Point of Contact Name
- Midlands Gives Point of Contact Email
- Midlands Gives Point of Contact Phone Number
- Legal name of organization
- EIN Number
- If your organization has a fiscal agent, you will need a letter on that agent's letterhead granting you permission to use their EIN
- Executive Director/Principal Contact for Organization
- Executive Director/Principal Contact Title
- Organization's Website
- GuideStar Profile URL
- Social Media Profile URLs (at least one)
- Operating Budget
- Year when your organization received 501(c)3 status
- PDF copy of your 2016 990 or 990N
- If your organization is in compliance with all regulations of the SC Secretary of State

To access the APPLICATION, go to [www.midlandsgives.org](http://www.midlandsgives.org) and click the "Register Now" button.



## REGISTER

# Registration Process: New Nonprofits

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## 2. Complete your PROFILE:

Once you have received confirmation through email that your application has been approved, you are ready to complete your PROFILE. The information you entered into your APPLICATION will be prepopulated into your PROFILE.

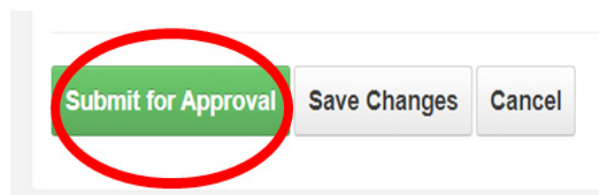
### Information you will need to complete the PROFILE:

- Logo
- Number of paid staff
- What will your organization do with the money raised through Midlands Gives?
- Mission Statement
- Board Demographics (% identify as female, persons of color and under 40 years old)

## 3. SUBMIT your profile

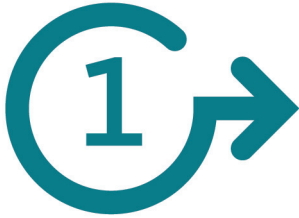
Once you have completed all required fields of your PROFILE, you must click the SUBMIT FOR APPROVAL button to complete Step Three.

If you are not ready to submit, enter place holders in the required fields and save your changes. The Midlands Gives team will not review your profile until you SUBMIT.



*You will receive an automatically generated email when your organization is approved. If your organization is ineligible or more information is needed, you will be notified by email.*

*Please allow at least two weeks for Midlands Gives staff to review before inquiring about your status.*



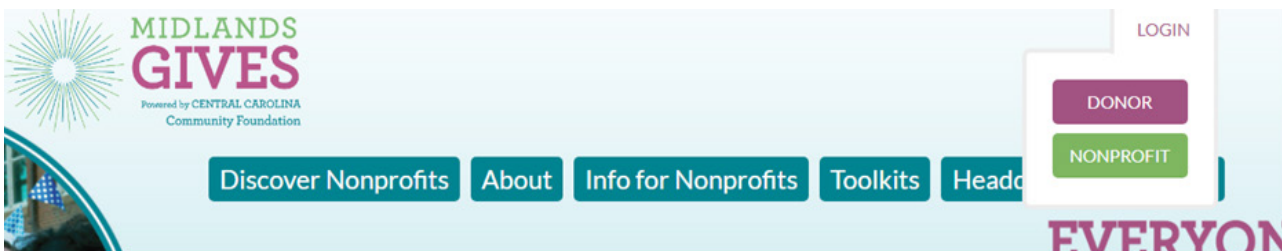
## REGISTER

# Registration Process: Returning Nonprofits

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## 1. Review your PROFILE from last year

Access your PROFILE at [www.midlandsgives.org](http://www.midlandsgives.org). Click LOGIN in the upper right hand corner, then NONPROFIT. Login with the username and password you set up last year. If you have forgotten your password, you can reset it.



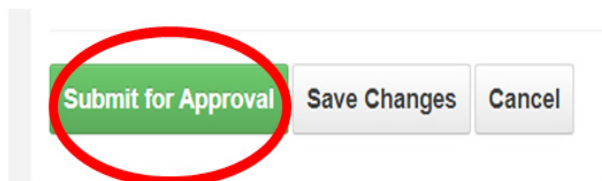
### New Information you will need to complete your PROFILE:

- Principal Officer Title
- Physical Address County
- Confirmation that your organization is in compliance with all SC Secretary of State regulations
- Sign Participation Agreement
- Upload 2016 990 or 990N under Documents Tab
- Board Demographics (% identify as female, persons of color and under 40 years old)

## 2. SUBMIT your profile

Once you have completed all required fields of your PROFILE, you must click the SUBMIT FOR APPROVAL button to complete Step Two.

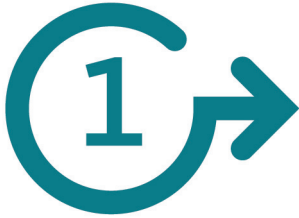
If you are not ready to submit, enter place holders in the required fields and save your changes. The Midlands Gives team will not review your profile until you SUBMIT it.



*You will receive an automatically generated email when your organization is approved. If your organization is ineligible or more information is needed, you will be notified by email.*

*Please allow at least two weeks for Midlands Gives staff to review before inquiring about your status.*





## REGISTER

# Registration Process: Tips and FAQs

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## Midlands Gives Checklist

**New!** You will find a checklist of items you must complete for Midland Gives at the top of your PROFILE. You will be able to view which steps you have completed for participation in Midlands Gives and what still needs to be done whenever you sign into your PROFILE.

### Participation Checklist

This checklist includes all the items that must be completed for participation in Midlands Gives. The Midlands Gives Team will update this section as you complete your requirements.

Profile Approved	Guidestar Account Claimed
No	No
Signed-Up for Training	Training Requirements Completed
No	No
Upload 2016 990 or 990N in Documents Section	
No	

## A Guide to GuideStar

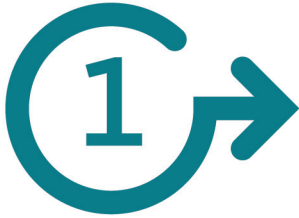
We require that all participating nonprofits have a Guidestar account. This provides us with important information about your organization so that we can you are in good standing to participate in Midlands Gives.

Your organization may already have a Guidestar account. If so, you need to CLAIM it and make sure that the information is UPDATED. If you do not already have a Guidestar account, you must create one. To see if you have an account already, go to [www.guidestar.org](http://www.guidestar.org) and type in the name or EIN number of your organization. If you have an account it will pop up. If not, you will need to create one.

Once you have created or updated your Guidestar account you will need to copy and paste the URL for YOUR ACCOUNT into the proper field in your PROFILE.

## How do I know if I am a NEW or RETURNING nonprofit?

Any nonprofit that did not participate in Midlands Gives 2017 should register as a NEW nonprofit. This includes nonprofits that participated in previous Midlands Gives events but did not participate in 2017.



## REGISTER

# Registration Process: Tips and FAQs

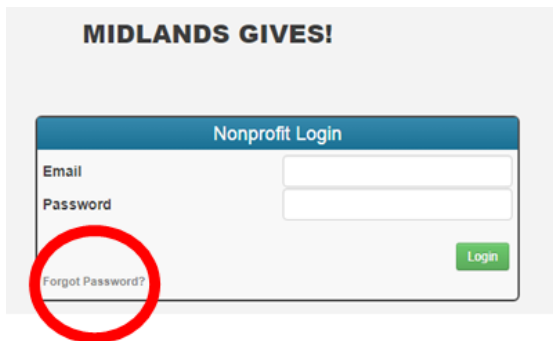
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## How do I know if I have a Fiscal Agent?

You have a fiscal agent if the EIN number your organization/program uses belongs to another established IRS 501(c)3 tax-exempt organization. In essence, a fiscal agent serves as the administrative home of a cause, providing fiduciary oversight, financial management and other administrative services to help build the capacity of charitable projects. If your organization has a fiscal agent, please be prepared to provide the required letter on their official letterhead at time of registration.

## How do I set or reset my password?

1. Go to [www.midlandsgives.org](http://www.midlandsgives.org). Click LOGIN in the upper right corner, then NONPROFIT
2. Click the forgot password link.



3. Enter the email address that is connected with your profile. You should receive an email titled "password reset" from [auto@midlandsgives.org](mailto:auto@midlandsgives.org). If you don't receive the email, please check your spam filter. Follow the link you receive in the password reset email.

## Can I save changes and return later?

All required fields of your profile must be filled out in order to save changes. However, the Midlands Gives Team will not review your profile until you click "SUBMIT FOR APPROVAL." If you are not ready to submit your profile, enter place holders in the required fields and click "SAVE CHANGES." Then, simply come back later to edit your place holder fields and submit your form by the December 19th deadline.



LEARN

## Training: Required Sessions

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### REQUIREMENTS

#### For New Nonprofits

- Attend ONE Midlands Gives 101 Session
- AND
- Attend ONE Together SC Webinar

#### For Returning Nonprofits

- Attend ONE Midlands Gives 101 Session
- OR
- Attend ONE Together SC Webinar

*All other sessions/webinars are optional but highly encouraged*

### Midlands Gives 101 Sessions:

During these in-person sessions, participants will learn the basics of Midlands Gives, get started on creating their Midlands Gives strategy and learn tips from previous successful Midlands Gives campaigns.

January 24 | 9:00am-11:00am | TBA (Examples focused on small nonprofits but all sizes welcome)

January 31 | 2:00pm-4:00pm | LRADAC (Examples focused on large nonprofits but all sizes welcome)

### Together SC Skill Building Webinars:

These webinars, in partnership with Together SC, will help prepare you for giving day and beyond.

- |             |                |  |
|-------------|----------------|--|
| February 6  | 12:00pm-1:00pm | Social Media for Beginners                           |
| February 13 | 12:00pm-1:00pm | Getting More Mileage From Your Social Media Strategy |
| February 20 | 12:00pm-1:00pm | The Latest and Greatest Online Fundraising Tools     |
| February 27 | 12:00pm-1:00pm | Storytelling   |



LEARN

## Training: Optional Sessions

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### Logistic Webinars:

These monthly webinars will give you the nitty gritty details you need to know to stay on track preparing for Midlands Gives. All webinars will be recorded and posted under TOOLKITS at [www.midlandsgives.org](http://www.midlandsgives.org). Content of webinars will be announced in Midlands Gives Minute email one month before they are scheduled.

January 10	12:00pm-1:00pm
February 7	12:00pm-1:00pm
March 14	12:00pm-1:00pm
April 4	12:00pm-1:00pm

### Midlands Gives Mixers:

Meet your Midlands Gives Mentor and connect with other fellow participating nonprofits to swap ideas before giving day.

Dates/Locations TBD

### Midlands Gives Mentors:

New nonprofits or nonprofits who are looking to increase their game can opt-in to be paired with a mentor through the training sign-up form.

Returning nonprofits who are interested in being a mentor can indicate their interest through the training sign-up form. Mentors will be recognized for their service and time with recognition in a special ad placed in either the Free Times or The State. Mentors should be available for a minimum of 3 hours per month to help assist mentees if needed.

### Mentorship Guidelines:

Mentors will set up meeting/mentor interaction as they see fit. Mentees should respect any parameters of contact they put in place.

Mentors agree to be available a minimum of 3 hours per month in a matter of their choosing.

Remember, Mentors are running their own Midlands Gives campaigns too- contact should end by April 17, 2018 to allow mentors time to concentrate on their own campaign needs.



LEARN

## Training: How to Sign-Up

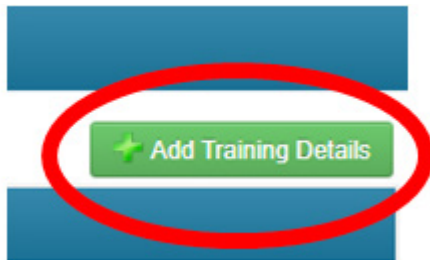
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New!

- 1) Sign into your Midlands Gives PROFILE
- 2) Click on ORGANIZATIONS, then select the TRAINING tab



- 3) Click ADD TRAINING DETAILS in the upper right corner



- 4) Fill out your information, then click SUBMIT

After submitting, you can go back and make edits to the this information as many times as you would like until the day before each training.



## PLAN

## Additional Information

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### The Platform & How it Works

The MidlandsGives.org website is supported by CiviCore. The website makes it easy for your donors to give on Tuesday, May 1, 2018 and provides specialized gaming technology to track donations and award prizes.

Your organization will have a personal link that takes donors directly to your donation page at the MidlandsGives.org website. The website allows donors to search nonprofits by name, category, county or key words.

The MidlandsGives.org website is an SSL (Secure Sockets Layer) website. SSL is the standard security technology for establishing an encrypted link between a web server and browser. The link ensures that all data passed between the web server and browsers remain private and integral.

Nonprofits will be able to view donor information through their profile unless the donor selects to be anonymous.

### Fees and Costs

Nonprofits participating in Midlands Gives will receive 100% of the donations made to their organization on May 1 less a credit card processing fee of 2.1%% depending on the type of card used and the 2.8% technology fee from our website provider CiviCore. Nonprofits are also responsible for staff time and any promotion costs.

Donors can opt to cover the fees when they are checking out. In 2017, 75.62% of all donations had the fee covered, resulting in \$38,746.84 in additional donations to participating nonprofits.

Central Carolina Community Foundation does not make any money from this event. In fact,

CCCF, along with our sponsors and partners, covers all costs associated with logistics of Midlands Gives, including website, software, support staff, advertising and media promotion, training and all prizes. It's our way of giving back.

### Check Distribution

Midlands Gives checks will be mailed to nonprofits before June 30, 2018.

### Tax Receipts

Donors will receive an automated email after they donate which will also serve as their tax receipt. If a donor loses that receipt they can request another by going to [www.midlandsgives.org](http://www.midlandsgives.org).

### Dates to Remember

September 25	Registration opens
December 19	Registration closes
April 2	Profiles completed
April 17	Scheduled giving opens
April 24th	Match forms due
May 1	Midlands Gives 2018

### Midlands Gives Minute Emails

The Midlands Gives team will communicate with participating nonprofits via email with updates, deadline reminders, tips and more. It's important for nonprofits to maintain a valid email account throughout the Midlands Gives process and regularly read the emails. Nonprofits will receive the Midlands Gives Minute each month once approved to participate.



PLAN

## Additional Information

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### Matching Gifts

Nonprofits have the opportunity to secure their own matches for Midlands Gives, giving your donors more reasons to get excited about giving. Matches must be coordinated by the nonprofit and donors. The funds will be given directly to the nonprofits by the donor and will not go through the Midlands Gives online platform or given to Central Carolina Community Foundation.

Nonprofits who secure matching funds should submit the match form in order for the match to appear on their Midlands Gives profile and leaderboard. The match form can be found at [www.midlandsgives.org](http://www.midlandsgives.org) under TOOLKITS. Submit your form through your Midlands Gives PROFILE under "Documents."

### Need Help?

- 1) Visit [www.midlandsgives.org](http://www.midlandsgives.org) and review nonprofit information under "Info For Nonprofits"
- 2) Join the Midlands Gives Facebook Group. Ask your questions to the group. The link to join is listed under the "Info For Nonprofits" page on the Midlands Gives website.
- 3) Email [midlandsgives@yourfoundation.org](mailto:midlandsgives@yourfoundation.org)
- 4) Call 803.254.5601 x 4



## PROMOTE

# Share Your Nonprofit's Story

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## Marketing Support

The Midlands Gives team provides a variety of resources and tools to help you create your Midlands Gives campaign, including marketing materials, sample emails, timelines, social media sample posts and much more! No need to create your own. We do the work for you, allowing you to focus on creating a successful campaign.

The 2018 Toolkit will be posted at [www.midlandsgives.org](http://www.midlandsgives.org) under the TOOLKIT page by the end of January 2018.

## Getting the Most Out of Your Profile: Checklist for Success

Go above and beyond in making your profile the best it can be! Midlands Gives profiles are designed to tell your nonprofit's story and we encourage you to take full advantage of all the features. Use the checklist below to make sure you have included all the information you can. In parenthesis we have included the tab of your PROFILE where you can enter in the information.

- Mission Statement (Overview Tab)
- More About Us Section (Overview Tab)
- Testimonials and Stories (Overview Tab)
- Donation Levels- Make custom levels that show how a donation will make an impact.  
For example, \$25-Covers lunch for students (Donation Levels Tab)
- Information about programs offered by your organization (Programs Tab)
- Events, both unrelated and related to Midlands Gives (Events Tab)
- Photos and videos of your organization (Multimedia Tab)
- Did you avoid jargon that new donors would not understand?
- Double check that all information is correct
- Check that hyperlinks to website and social media pages work
- Check for typos, spelling and grammar mistakes