



## Nonprofit FAQs

### Why should my organization participate?

Go Big GIVE allows nonprofit organizations to participate in a day of philanthropy that:

- raises awareness about your organization
- provides the opportunity to grow your donations and receive matching funds throughout the event
- reaches new donors
- builds your online fundraising skills

### What is required for organizations to participate? Is there a fee?

There is no fee to participate. However, you should be prepared to devote time and energy to promoting your organization during the Go Big GIVE event. You will need to engage your donors and communicate timely updates through your social media networks. Individual promotions are at the expense of the organization. Heartland United Way and the Greater Grand Island Community Foundation will secure a match pool and incentive prizes, along with event sponsorships. Participating organizations will have access to online tools through the GoBigGIVE.org website.

### Is my organization eligible to participate in Go Big GIVE?

Organizations agree to the following information to participate in Go Big GIVE.

#### **Eligibility Guidelines** – *Participating organizations will follow and agree to the established eligibility guidelines.*

- Organizations have a current 501(c)(3) public charity status as recognized by the IRS to be a qualified recipient of tax-deductible gifts.
- Meet federal filing requirements for tax-exempt organizations.
- Have an organized board & volunteer base with a visible, physical presence that provides services directly impacting Hall, Hamilton, Howard and Merrick Counties. Funds raised during Go Big GIVE will be used for services in Hall, Hamilton, Howard and Merrick counties.
- Are in compliance with all applicable federal, state and local laws, ordinances and regulations including, but not limited to, the USA Patriot Act and all applicable anti-terrorist financing and asset control laws.
- Will comply with the Terms of Participation for Go Big GIVE Day as outlined by the Heartland United Way and Greater Grand Island Community Foundation.
- Are governed by a body such as a board of directors, board of trustees, etc.

### Ineligible Organizations:

- Organizations that exist primarily for religious and political activities
- Churches
- Government Organizations
- Schools (School Foundations may participate)
- Private Foundations

### How do nonprofits register to participate and other important questions?

Go to GoBigGIVE.org to confirm eligibility to participate. (Eligibility requirements can be viewed under the TOOLKIT tab Registration Items, by downloading the [Go Big GIVE Terms and Liability Agreement](#))

### What is the deadline to sign up for Go Big GIVE?

The deadline to register for Go Big GIVE is February 25<sup>th</sup> at 5:00 PM. The Go Big GIVE Team will verify 501(c)(3) status, review supporting documents and approve your donation page. Please be sure to preview the appearance of your organization's donation page. Once approved, only minor changes can be made to your nonprofit profile after the registration deadline.

### My organization has multiple programs. Can I register each program to receive Go Big GIVE donations individually?

No. Only one listing per Federal Identification Number is permitted. Because foundations may have multiple organizations under their umbrella, they will be able to list more than one nonprofit. Please reach out to the Go Big GIVE team at [give@gobiggive.org](mailto:give@gobiggive.org) for additional information.

### Once submitted for approval, can agency information be updated or edited?

Yes, only minor updates. Before you register for Go Big GIVE, we recommend collecting all information needed to finalize your documentation. You can access the two (2) required registration upload documents under the TOOLKIT tab at GoBigGIVE.org.

### How can I help make the day a success for my organization and our community?

Promote, promote, promote! Please visit the TOOLKIT tab to download available resources designed to help promote your organization throughout the Go Big GIVE event. If your organization does not currently maintain social media pages, please set up accounts for your organization now. You can download step-by-step instructions under the TOOLKIT tab. Also, have fun! Since this is the event's eighth year in Hall, Hamilton, Howard and Merrick Counties, your creativity and energy will make it a success.

### Is there a limit on the number of donations my organization can receive?

No. The sky is the limit! However, only gifts up to \$25,000 per donor will be eligible for a proportional share of the Match Pool Funds. Organizations are prohibited from donating to themselves. Go Big GIVE is intended to be an **additional** fundraising opportunity for participating organizations. It is not intended to replace or overlap donor gifts to a nonprofit organization that would normally be made during the course of regular charitable giving or campaigns.

### How do the matching funds and incentives work?

The Greater Grand Island Community Foundation and Heartland United Way secure matching funds and prize money.

### Matching Funds

Matching funds are raised by the Heartland United Way and Greater Grand Island Community Foundation. Impact Leader and Community Builder Sponsors provide matching funds up to a portion of the total dollars raised during the Go Big GIVE event, May 5th. A proportional share of the match fund will be shared with participating organizations for gifts up to \$25,000 per donor/per organization.

### Incentive Prizes

Throughout the day, incentive prizes will be added to the funds raised by participating organizations through half hour random drawings. Once an organization has received an incentive prize, they will not be eligible to receive another one. Additional incentive prizes are TBA.

***\*\*Each donor will be counted once per organization as a “unique donor.” If multiple donations are made to several organizations, the donor will be counted as a unique donor for each organization.***

### How should organizations promote this event?

We hope you will promote Go Big GIVE to all donors in every way you can - direct mail, telephone solicitation, web, social media and word of mouth. Skywriting would be great, too! After you register you'll receive a personalized URL on the GoBigGIVE.org site that is specific to your organization. You can use this custom URL on all of your promotional materials. It is important that you include Go Big GIVE event information on your website and social media platforms. Keeping information current and posting consistently is the key to success. The more you incorporate the event into your public communications, the more successful your organization will be at gaining support and raising funds.

### Does my organization need to create marketing tools for participation in this event?

The Greater Grand Island Community Foundation and Heartland United Way will create a common message and brand for the campaign which includes marketing the event to a wide audience utilizing advertising and media partners to promote the event. Social media toolkits will be online and training for participation in the Go Big GIVE event will be provided. Easy-to-use and easy-to-access templates and other marketing tools will be provided to organizations; however, it is the sole responsibility of each participating organization to contact its existing donor base as well as any new donors your organization wants to engage. Think BIG and reach out nationally or even internationally.

### When can my organization promote the event?

We encourage your organization to begin heavily promoting starting 6 weeks prior to the event using platforms such as Facebook, Twitter, emails, newsletters and your direct mail campaigns. Promotional vehicles used by participating organizations will be at the organization's own expense.

### Will there be information to share with donors and constituents?

Yes. Visit GoBigGIVE.org to check out the TOOLKIT tab. You will find a variety of promotional tools and ideas to promote the day.

### Can my organization host a special event?

Yes! We encourage you to plan an event, partner with other participating nonprofits or connect with a local business to raise awareness about Go Big GIVE on May 6th. Please be mindful in structuring your event to be cost effective. If you plan to raise \$1,000, do not spend \$1,500 hosting an event. Keep capacity, ability and budget in mind.

### Can we encourage donations by giving away prizes or free gifts?

No. In order to maintain a 100% tax deductible donation, donors cannot receive an incentive of value or discounts to entice giving during the event. For more information, please see the [Nonprofit Incentive Guidelines](#).

**Can my organization set up challenge grants, and if so, how?**

Absolutely! To set up a challenge grant - an additional donation used to match donations given on Go Big GIVE Day – first secure a donor or set of funds. Your challenge grant donor does not need to make a gift through Go Big GIVE on May 5th, *but we would encourage them to!* **Adding your challenge grant to Go Big GIVE helps make the day more successful.** Once you have secured the challenge grant and finalized the details, include your challenge grant information on GoBigGIVE.org and it will be included on your Go Big GIVE donation page. Organizations will handle the money for the challenge grant directly with challenge grant donor(s) - this *will not* filter through Go Big GIVE on the day of the event.

**Can my organization utilize our own website to receive qualified donations toward the Go Big GIVE Day?**

No. The only way for donors to participate is to make a donation through GoBigGIVE.org from April 25<sup>th</sup> - midnight May 5th.

**What if a donor does not have internet access? Can they still make a donation?**

Yes. Donors who wish to give may do so in person at the Go Big GIVE Headquarters from 8:00 am until 8:00 pm, May 5th. Go Big GIVE Headquarters are located at the Heartland United Way office at 1441 N. Webb Road, Grand Island.

**Can donors write down their credit card information at our event/activity/organization and have our staff enter the gift online?**

No. However, you can assist donors with the completion of their gift online, as long as they are present. There are liability issues with credit card processing including security of donor financial information. Accepted credit cards are Visa, MasterCard, Discover and American Express.

**What do I do if a donor wants to make a donation via cash or check at our event/activity/ organization?**

**CASH Donation** – Each cash donation must be accompanied by an Offline Donation Form and turned in to the Go Big GIVE Team on an ongoing basis **as received**, but prior to 8:00 p.m. May 5<sup>th</sup>.

**CHECK Donation** – Check donations must be processed by your organization by entering check information online through the E-Check option on the checkout page prior to midnight, May 5<sup>th</sup>. Please securely retain all submitted checks until you receive your Go Big GIVE payment in June.  
***\*Checks must be dated within April 1<sup>st</sup>, 2022 – May 5<sup>th</sup>, 2022 to be eligible for Go Big GIVE.***

**Are cash and check donations subject to the standard event processing fees?**

Yes. In order for donations to count toward Go Big GIVE, they must be entered online. Keep in mind, gifts that are not entered online through [www.GoBigGIVE.org](http://www.GoBigGIVE.org) are not eligible for matching funds, bonus grants and hourly incentive prizes. ***\*Checks must be dated within April 1<sup>st</sup>, 2022 – May 5<sup>th</sup>, 2022 to be eligible for Go Big GIVE.***

**How much of the donations go to my organization?**

The nonprofit organization(s) will receive the full donation, less the 5% processing fee. The Go Big GIVE Team has worked diligently to minimize fees and does not receive any funds or fees from Go Big GIVE.

### When will my organization receive the Go Big GIVE payment?

Every effort will be made for organizations to receive donations, matching funds, and prize money in a single disbursement by the third Wednesday in June following the event. Disbursement is accomplished via Electronic Funds Transfer. Organizations will give authorization for Electronic Funds Transfer payment during registration and prior to approval.

### Does my organization need to send letters for donor tax deductions?

No. Upon donation submission, the donor will immediately receive an email confirming the gift made during the Go Big GIVE event. Please note all donations must be 100% tax deductible (no additional benefits). We encourage you to acknowledge donations by following-up with donors to express gratitude, and let them know what you will do with their donation.

### Will my organization receive donor information for acknowledgments?

Yes. Login to your nonprofit profile at GoBigGIVE.org and click Donations. You will have immediate access to donor information during and after the event. We also strongly encourage you to reach out to your donors after the event and thank them for supporting your organization.

### Disqualification

Greater Grand Island Community Foundation and Heartland United Way have joint discretion of deciding whether an organization is eligible for participation in Go Big GIVE and in compliance with all event guidelines. By registering to participate, the organization agrees: (a) to abide by the terms of participation; (b) to release and hold harmless the Greater Grand Island Community Foundation and Heartland United Way and their respective staff, volunteers and board of directors, from any and all claims, liability, loss or damage whatsoever arising with respect to Go Big GIVE; and (c) to consent to the use of your organization's name, photographs, video footage and logo in any publicity or advertising carried out in any medium in connection with Go Big GIVE without limitation or further notification.

### If I have other questions, who should I contact?

Please email [give@GoBigGIVE.org](mailto:give@GoBigGIVE.org) with any questions or call the Heartland United Way at (308) 382-2675 or Greater Grand Island Community Foundation at (308) 381-7767.