



December 11, 2017

An Open Letter to Arizona Gives Participating Organizations,

The Arizona Gives team continues to work diligently to ensure the AZGives.org user experience for participating nonprofits, and the donors who support you, is even better than before.

Each year, the Alliance of Arizona Nonprofits, in partnership with Arizona Grantmakers Forum, fundraises more than 85 percent of the approximately \$350,000 it takes to run this statewide giving program, including the prize pool. A portion of the fee on donations also goes towards funding the program each year. These fundraising efforts, along with the generosity of our sponsors and donors, ensure participating nonprofits have no registration costs, provide a secure and reliable website to receive donations year-round, and support a statewide marketing and advertising campaign to drive donors to the site.

Below is information on what is remaining the same and what has been updated or added on AZGives.org and for Arizona Gives Day 2018.

Features Remaining the Same:

- No merchant services account is required to participate
- No registration fee is required to participate
- Ability for donors, volunteers, employees and businesses to create Fundraising Campaigns for nonprofits they care about
- Ability for donors to increase donation to help offset the cost for a nonprofit to participate

Updates and Enhancements to Nonprofit Profiles & Administration Area:

- **NEW! Focus/Demographic Area Field** - *Not required*, but recommended if it applies to you, as it will be tied to related prize pools
- **NEW! IRS Letter of Determination Field** - *Required document upload* for verification of 501c3 status
- **NEW! Most Current Completed 990/Financials Field** - *Required document upload* for verification of prize pool categories related to annual revenue
- **NEW! Finance Contact Field** – *Required field* so donation reconciliation and distribution communication is sure to go to the correct individual
- **NEW! Donation Program Designation at Donor Checkout** - Ability for nonprofits to activate which programs donors can specifically designate to at checkout (or keep as only General Fund) from their nonprofit profile Programs tab
- **NEW! Nonprofit Toolkit within Organization's Profile** – Updated social media graphics, new logos and more can now be downloaded from the Resources tab located within the nonprofit profile; no longer available on the public-facing website
- **UPDATED! Terms of Service & Liability Agreement** – *Required Field* that needs to be read and agreed to each year; contains new terms for 2018



Updates and Enhancements to AZGives.org (public-facing) website:

- **UPDATED! Website** - Refreshed website with new navigation – making it easier for nonprofits to find information and donors to donate
- **UPDATED! Donor Checkout** - Simplification of donor checkout page including option to cover participation costs
- **NEW! Advanced Nonprofit Search Filters** - Ability for donors to enhance their nonprofit search by adding advanced filters such as county, focus/demographics, tax credit, matching funds, etc.
- **NEW! Donor Donation Designation** - Ability for donors to designate their donation to a specific program at checkout (if nonprofit chooses); this replaces the Comment Box

Enhancements to Donation Processing:

For the first time in 2017, donors had the opportunity to increase their donations to help offset the fees associated with a nonprofit's participation in Arizona Gives. We were extremely excited to see that over 80 percent of donors chose to utilize this option. However, due to restrictions in technology, the checkout page only gave donors one choice - to cover the full 6.9 percent, which was the total fee associated with a donation made by credit card. However, a donation made by e-check actually carried a lower processing fee, meaning sometimes the donor was covering fees that were higher than what was actually being charged. Even though this overage was always given to the nonprofit as an added donation, the process was somewhat confusing and prohibitive.

Based on nonprofit and donor feedback, and the desire to simplify the donation process, we saw the need to change this. In 2018, we will split out the fees associated with the participation cost and the payment processing fee - meaning the donor will still have the option to cover the portion of the fee that does not change based on payment type. The nonprofit will be responsible for the fees associated with processing either a credit/debit card or an e-check, just as you would with your own merchant processing accounts.

2018 Participation Cost: 5.2 percent - Can be covered by donors
2018 Payment Processing: Credit/Debit (2.1 percent* + 30 cents per transaction) – Covered by the nonprofit
E-Check (40 cents per transaction) - Covered by nonprofit

*(*percent updated 1.19.18 after receiving confirmation of rate from merchant processor)*

We encourage nonprofits to educate their donors about the costs associated with processing payments and prompt them to give by e-check when possible to keep costs as low as possible.

Arizona Gives will continue to take care of the reconciliation process for you, providing a clear, easy to understand breakdown after Arizona Gives Day, and each month thereafter, as we have done this year. We received very positive feedback about this process, and we are glad to make it easier than ever to participate!

We look forward to another successful Arizona Gives Day and having you join us to inspire generosity, bring awareness about the critical role the nonprofit sector plays in our state and build a spirit of philanthropy so that we create a thriving community for all.

Sincerely,

A handwritten signature in black ink that reads "Kristen".

Kristen Merrifield, CEO
Alliance of Arizona Nonprofits

A handwritten signature in black ink that reads "Laurie".

Laurie Liles, President and CEO
Arizona Grantmakers Forum