



## Arizona Gives Day 2023 Incentive Prize Pool \$180,000

### Prize Money Overview

Prize Categories (# of Prizes)	Total Amounts	Donating Period
Early Giving Donations (10)	\$10,000	March 14 – April 4
Gives Day Leaders-Alliance Members (15)	\$45,000	March 14 – April 4
Gives Day Leaders-All Others (15)	\$15,000	March 14 – April 4
Rural (14)	\$10,000	March 14 – April 4
Fundraiser Pages (10)	\$5,000	March 14 – April 4
Golden Hour Tickets (10)	\$5,000	April 4
Power Hours (48)	\$90,000	April 4
<b>Total Prize Money: (122)</b>	<b>\$ 180,000</b>	

**Reminder: Nonprofits can only win ONE prize per organization!**

**Prizes on Leaderboard are PRELIMINARY until verification occurs!**

**FINAL winners will be announced no later than April 15, 2023!**

Incentive Prizes Brought To You By:





## PRIZES

### Early Giving Donations (10 prizes = \$10,000)

***Most Dollars & Most Unique Donors during the Early Giving period prior to Arizona Gives Day.***

Arizona Gives Day 2023 will have prize categories based on early giving donations. To be considered for Early Giving Donation prizes, donations must be successfully processed in the system (AZGives.org) between March 14 - April 4. Donations that do not successfully process due to circumstances like insufficient funds, over the donor's credit limit, invalid card numbers, expired credit cards, etc., will not qualify. Any donations already scheduled to run from past Arizona Gives Days, such as recurring donations (weekly, monthly, etc), will not qualify. Donations after April 5 will not qualify.

Even more opportunities to win as each Early Giving Donation prize category will also be split into size categories:

- **Micro** – Defined as organizations with annual revenue of less than \$100,000.
- **Small** – Defined as organizations with annual revenue of between \$100,000 and \$249,999.99.
- **Mid-Size** – Defined as organizations with annual revenue between \$250,000 and \$999,999.99.
- **Large** – Defined as organizations with annual revenue between of \$1,000,000 and \$4,999,999.99.
- **X-Large** – Defined as organizations with annual revenue of more than \$5,000,000.

Prizes will be awarded based on:

- **Most Unique Donors** - Based on the number of unique donors during the early giving period. A unique donor is defined by the Email Address, First Name, and Last Name combination used on the donor's credit card or eCheck Payment Details.

Category	Size	Prize Amount	# of Prizes	Total of Prizes Awarded
Early Giving	Micro	\$1,000	2	\$2,000
Early Giving	Small	\$1,000	2	\$2,000
Early Giving	Mid-Size	\$1,000	2	\$2,000
Early Giving	Large	\$1,000	2	\$2,000
Early Giving	X-Large	\$1,000	2	\$2,000



## Gives Day Leaders – Alliance Members (15 prizes = \$45,000)

## Gives Day Leaders – Non-Member Participants (15 prizes = \$15,000)

### **Most Dollars by Size Category.**

Arizona Gives Day 2023 will have five prize categories based on total dollars raised March 14-April 4 based on annual revenue size. A separate category will be available to Alliance Members only. An organization’s annual revenue and membership status will be confirmed before awarding any prizes.

- **Micro** – Defined as organizations with annual revenue of less than \$100,000.
- **Small** – Defined as organizations with annual revenue of between \$100,000 and \$249,999.99.
- **Mid-Size** – Defined as organizations with annual revenue between \$250,000 and \$999,999.99.
- **Large** – Defined as organizations with annual revenue between of \$1,000,000 and \$4,999,999.99.
- **X-Large** – Defined as organizations with annual revenue of more than \$5,000,000.

In order to qualify for an Alliance Members Prize, organizations must be an active Alliance of Arizona Nonprofit member as of March 31, 2023. Active membership status means new membership applications have been submitted and payment received by March 31, 2023; or current members have paid their renewal fee prior to their membership expiring and before the March 31, 2023 deadline. Organizations must also have successfully registered as a participant in Arizona Gives Day 2023 and able to accept online donations.

The Alliance Members prize category will not update in ‘real time’ on the AZGives.org Leaderboard page on Arizona Gives Day. Winners are NOT FINAL until they have been confirmed and verified based on official rules and will be added to the AZGives.org website as they are determined. Most Dollars Raised at the end of the March 14-April 4 giving period. Reminder: Organizations can only win ONE incentive prize total!

### **Alliance Members Only:**

<u>Size</u>	<u>Rank</u>	<u>Prize</u>	<u>Size</u>	<u>Rank</u>	<u>Prize</u>	<u>Size</u>	<u>Rank</u>	<u>Prize</u>
<b>Micro</b>	1st	\$ 4,000	<b>Small</b>	1st	\$ 4,000	<b>Mid-Size</b>	1st	\$ 4,000
	2nd	\$ 3,000		2nd	\$ 3,000		2nd	\$ 3,000
	3rd	\$ 2,000		3rd	\$ 2,000		3rd	\$ 2,000
<b>Large</b>	1st	\$ 4,000	<b>X-Large</b>	1st	\$ 4,000			
	2nd	\$ 3,000		2nd	\$ 3,000			
	3rd	\$ 2,000		3rd	\$ 2,000			



**All Non-Member Participants:**

Size	Rank	Prize
<i>Micro</i>	1st	\$ 1,500
	2nd	\$ 1,000
	3rd	\$ 500

Size	Rank	Prize
<i>Small</i>	1st	\$ 1,500
	2nd	\$ 1,000
	3rd	\$ 500

Size	Rank	Prize
<i>Mid-Size</i>	1st	\$ 1,500
	2nd	\$ 1,000
	3rd	\$ 500

Size	Rank	Prize
<i>Large</i>	1st	\$ 1,500
	2nd	\$ 1,000
	3rd	\$ 500

Size	Rank	Prize
<i>X-Large</i>	1st	\$ 1,500
	2nd	\$ 1,000
	3rd	\$ 500

**Rural (14 prizes = \$10,000)**

Arizona Gives Day 2023 will have 14 prizes based on annual revenue size within each of the four mission groups for a total of 14 prizes. **Prizes will be determined through a random drawing from donations of \$2 or more received between March 14-April 4.** Each primary mission category will have three golden tickets in the amount of \$750. There will also be two golden tickets/random drawings for any qualified rural organization in any mission category in the amount of \$500. Should any mission group not have enough participants to do a random drawing for, they will be used as a golden ticket for any mission category.

Rural prize pool sponsored by:



Mission groups were determined by reviewing the total # of organizations within each mission/size category from the previous year to more evenly distribute for current year:

- Heath, Human Services
- Arts & Culture, Environment, Community Improvement
- Education & Youth Development
- Animal, Economic Development, Religion & Faith Based, Social Advocacy

Primary Mission	Size	Prize
Health + Human Services		
	Golden Ticket	\$750
	Golden Ticket	\$750
	Golden Ticket	\$750
Arts & Culture + Environment + Community Improvement		
	Golden Ticket	\$750
	Golden Ticket	\$750
	Golden Ticket	\$750
Education + Youth Development		
	Golden Ticket	\$750



	Golden Ticket	\$750
	Golden Ticket	\$750
Animal + Economic Development + Religion & Faith-Based + Social Advocacy		
	Golden Ticket	\$750
	Golden Ticket	\$750
	Golden Ticket	\$750
Any Mission – Golden Ticket		
	Golden Ticket	\$500
	Golden Ticket	\$500

To be eligible for the Rural category, the organization will be defined by a nonprofit’s headquarters, based upon the address included in the organization’s Arizona Gives application. To be considered Rural, the city address cannot be included on the “Excluded Cities List.” (See 2023 Rural Performance Prize section of this document.)

These parameters were used looking at census data and demographic masses under 50,000 in population. In cases where an organization asks to be considered as a ‘rural’ organization, but their headquarters is located in one of the excluded cities, we will review to determine if the request is warranted. To be considered for this change, an organization must perform at least 75% of their operations in (our definition of) rural Arizona.

**2023 Rural Performance Prize – List of Excluded Cities:**

If a nonprofit’s headquarters, based upon the address included in the organization’s profile page on AZGives.org, is located in one of the cities listed below, it is not eligible for a Rural Performance Prize. A nonprofit headquartered in any other city or town in Arizona is eligible to win. (Ineligible Metro Areas: Phoenix, Tucson, Prescott, Flagstaff, Yuma)

**Maricopa County**

- Anthem
- Avondale
- Buckeye
- Carefree
- Cave Creek
- Chandler
- Desert Hills
- El Mirage
- Fountain Hills
- Gilbert
- Glendale
- Goodyear
- Guadalupe
- Higley
- Laveen
- Litchfield Park
- Maricopa
- Mesa
- New River
- Paradise Valley
- Peoria
- Phoenix
- Queen Creek
- Rio Verde

**Pima County**

- Casa Adobes
- Catalina Foothills
- Cortaro
- Marana
- Oro Valley
- South Tucson
- Tucson
- Apache Junction
- Casa Grande
- San Tan Valley

**Coconino County**

- Flagstaff

**Mohave County**

- Lake Havasu City

**Yavapai County**

- Prescott
- Prescott Valley

**Pinal County**

**Yuma County**

- Yuma

## Fundraiser Pages (10 prizes = \$5,000)

*Drawn randomly from Fundraiser Pages with at least \$100 in donations raised between March 14 – April 4.*

Arizona Gives Day 2023 will feature a prize category based on Fundraising Pages utilized by individuals (or even businesses) to raise dollars for their selected nonprofit. Ten winners will be randomly drawn from active Fundraising Pages with at least \$100 in donations raised between March 14 - April 4 for the selected nonprofit.

March 14 – April 4	Minimum Raised	Prize Amount	# of Prizes	Total of Prizes Awarded
	\$100	\$500	10	\$10,000

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## Golden Hour Tickets (10 prizes \$5,000)

*Drawn randomly from donations made of \$25 or more at the end of each hour.*

Arizona Gives Day 2023 will feature 10 Golden Hour Ticket winners, which will be randomly drawn from donations of \$25 or more during each specified 60-minute period on Arizona Gives Day, April 4. Once a Golden Hour Ticket is awarded, that nonprofit organization will be ineligible for future Golden Hour Ticket entry pools for the 2023 campaign. To clarify, each donation of \$25 or more is considered one entry, so nonprofits with more individual unique donations at that dollar level or higher will receive more entries. Winners will be added to the AZGives.org website upon determination.

April 4	Hour	Minimum Donation Amount	Prize Amount	# of Prizes	Total of Prizes Awarded
	5:00pm – 5:59pm	\$25	\$500	2	\$1,000
	6:00pm – 6:59pm	\$25	\$500	2	\$1,000
	7:00pm – 7:59pm	\$25	\$500	2	\$1,000
	8:00pm – 8:59pm	\$25	\$500	2	\$1,000
	9:00pm – 9:59pm	\$25	\$500	2	\$1,000

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## Power Hours (48 prizes = \$90,000)

### ***Most Unique Donations of a Minimum Dollar Amount per Hour by Size Category.***

Arizona Gives Day 2023 will have 48 Power Hours based on the number of unique donors that have given above a set minimum dollar amount within the specified 60-minute period. A unique donor is defined by the Email Address, First Name, and Last Name combination used on the donor's credit card or eCheck Payment Details. These donations will be pulled from our database and calculated accordingly. The Power Hours will not update in 'real time.' Winners will be added to the AZGives.org website as they are determined and will remain as temporary until listed as final.

The designated Power Hours will be split into three size categories:

- **Micro**– Defined as organizations with annual revenue less than \$100,000.
- **Small/Mid-Size**– Defined as organizations with annual between \$100,000 to \$999,999.99.
- **Large/X-Large**– Defined as organization with annual revenue above \$1,000,000.

Organizations can select to focus on as many (or as few) power hours as you want. Organizations DO NOT need to register for power hours – you simply choose to use (or not use) these as fundraising strategies.

Power Hour prizes will tally on the AZGives.org Leaderboard page on Arizona Gives Day. However, winners are only NOT FINAL until they have been confirmed and verified based on official rules.

April 4	Hour	Minimum Donation Amount	Prize Amount	# of Prizes	Total of Prizes Awarded
	7:00am – 6:59am	\$100	\$3,000	6	\$18,000
	8:00am – 8:59am	\$50	\$2,000	6	\$12,000
	9:00am – 9:59am	\$25	\$1,000	6	\$6,000
	10:00am – 10:59am	\$50	\$2,000	6	\$12,000
	1:00pm – 1:59pm	\$25	\$1,000	6	\$6,000
	2:00pm – 2:59pm	\$100	\$3,000	6	\$18,000
	3:00pm – 3:59pm	\$50	\$2,000	6	\$12,000
	4:00pm – 4:59pm	\$25	\$1,000	6	\$6,000

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**Power Hour Details On Next Page...**

**APRIL 4 – Power Hour Details**

Hour	Size	Min.	Prize	Hour	Size	Min.	Prize
7:00 am	Micro	\$100	\$2,500	1:00 pm	Micro	\$25	\$ 500
7:00 am	Micro	\$100	\$2,500	1:00 pm	Micro	\$25	\$ 500
7:00 am	Small/Mid-Size	\$100	\$2,500	1:00 pm	Small/Mid-Size	\$25	\$ 500
7:00 am	Small/Mid-Size	\$100	\$2,500	1:00 pm	Small/Mid-Size	\$25	\$ 500
7:00 am	Large/X-Large	\$100	\$2,500	1:00 pm	Large/X-Large	\$25	\$ 500
7:00 am	Large/X-Large	\$100	\$2,500	1:00 pm	Large/X-Large	\$25	\$ 500
8:00 am	Micro	\$50	\$1,000	2:00 pm	Micro	\$100	\$ 2,500
8:00 am	Micro	\$50	\$1,000	2:00 pm	Micro	\$100	\$ 2,500
8:00 am	Small/Mid-Size	\$50	\$1,000	2:00 pm	Small/Mid-Size	\$100	\$ 2,500
8:00 am	Small/Mid-Size	\$50	\$1,000	2:00 pm	Small/Mid-Size	\$100	\$ 2,500
8:00 am	Large/X-Large	\$50	\$1,000	2:00 pm	Large/X-Large	\$100	\$ 2,500
8:00 am	Large/X-Large	\$50	\$1,000	2:00 pm	Large/X-Large	\$100	\$ 2,500
9:00 am	Micro	\$25	\$500	3:00 pm	Micro	\$50	\$ 1,000
9:00 am	Micro	\$25	\$500	3:00 pm	Micro	\$50	\$ 1,000
9:00 am	Small/Mid-Size	\$25	\$500	3:00 pm	Small/Mid-Size	\$50	\$ 1,000
9:00 am	Small/Mid-Size	\$25	\$500	3:00 pm	Small/Mid-Size	\$50	\$ 1,000
9:00 am	Large/X-Large	\$25	\$500	3:00 pm	Large/X-Large	\$50	\$ 1,000
9:00 am	Large/X-Large	\$25	\$500	3:00 pm	Large/X-Large	\$50	\$ 1,000
10:00 am	Micro	\$50	\$1,000	4:00 pm	Micro	\$25	\$ 500
10:00 am	Micro	\$50	\$1,000	4:00 pm	Micro	\$25	\$ 500
10:00 am	Small/Mid-Size	\$50	\$1,000	4:00 pm	Small/Mid-Size	\$25	\$ 500
10:00 am	Small/Mid-Size	\$50	\$1,000	4:00 pm	Small/Mid-Size	\$25	\$ 500
10:00 am	Large/X-Large	\$50	\$1,000	4:00 pm	Large/X-Large	\$25	\$ 500
10:00 am	Large/X-Large	\$50	\$1,000	4:00 pm	Large/X-Large	\$25	\$ 500

**Reminder: Nonprofits can only win ONE prize per organization!**

**Prizes on Leaderboard are PRELIMINARY until verification occurs!**

**FINAL winners will be announced no later than April 15, 2023!**



# 2023 Incentive Prize and Donation Rules

Below are the rules and guidelines for the Arizona Gives Day 2023 donations and incentive prizes. This year 122 prizes will be awarded from the \$180,000 prize pool. Thank you to our Incentive Award sponsors: FirstBank, Freeport McMoRan Foundation, and Thunderbirds Charities.

## Donation Rules

- Only gifts made on April 4, 2023, or during the early giving period beginning March 14, 2023, through the AZGives.org website are included in the final rankings for prizes.
- The official time that a donation is considered to have been “made” or “processed” will be the time that is timestamped on the Neon One server system. (Neon One is the name of the technology provider for our AZGives.org web platform.) That time is also recorded on the donor’s donation receipt, however, should those times not match, the Neon One server timestamp will overrule the receipt time. Only donations timestamped up to 59 minutes and 59.999 seconds will count toward that hour and/or date. Once the timestamp rolls over to 00:00.000 it counts toward the following hour and/or date. Please plan accordingly and note that the time on your watch, or your computer, or your email, or the time that the AZGives.org website/leaderboards refresh may differ from the official time. Because of this, you are strongly encouraged to push to have all donations completed at least 5 minutes before the end of the hour to help ensure that those donations count toward that hour’s total or that day’s total. You are strongly discouraged from holding back donations until the final minute as a strategy.
- In order for matching grants to be included in your official totals and count towards any incentive prizes, the matching grant(s) must be processed as a donation (credit card or e-check) on AZGives.org on April 4, 2023. Simply adding the amount to your profile page will not include those dollars in your official totals used to determine prizes.
  - If you do decide to process a matching grant through the AZGives.org platform:
    - Please keep in mind, if you have a matching grant amount listed in your profile, all donations you receive on April 4, 2023 will be tallied in real time on your profile page to show progress towards your matching grant amount. If you do decide to then process that matching grant as a credit card or e-check on AZGives.org in order to count towards prize consideration, the running tally on your profile page would then show that you have matched or exceeded your matching grant amount since that processed matching grant will be included in that tallied amount.
    - If you receive a physical check for your matching grant, please be sure to check with your donor or funder first before processing that check on the AZGives.org platform as opposed to depositing it in your bank as may have been originally intended or expected by your donor. Some banks will not honor a check that was physically written and then processed electronically/online. Also, if the donor or funder wrote the check to your organization, but then they see it processed to AZ Gives on their bank statement, they may deny that charge, which would then exclude that donation amount from your official totals for prize consideration.

- Any donation processed between March 14, 2023 through April 4, 2023 will be included in the overall total. Any donations made April 5, 2023 and after will NOT be included in your official 24-hour total for Arizona Gives Day.
- Prizes are Not Stackable: A nonprofit can only win one prize. If they win more than one prize, they will receive the prize of the highest dollar amount as described elsewhere in the official rules. The nonprofits below the 'already winning nonprofit' in that category will then move up one position and be eligible to win.
- Prize categories based on the annual revenue/operating budget of an organization – Annual revenue will be verified according to an organization's required upload of their Form 990 (Line 12) or 990-EZ (Line 9) for the most current year reported (no later than 2021) during registration. If a 990 was not completed due to operating size, then the organization's operating budget (income) must be used. Organizations are required to upload their most current year reported (2021 or later) Form 990 or Form 990-EZ in order to participate.
- In the event that the top prize for which a single nonprofit qualifies is the same dollar amount as another prize for which it qualifies, the nonprofit will be awarded the highest prize in the following priority order: 1) Most Dollars By Size, 2) Power Hours Donor, 3) Early Giving, 4) Golden Tickets amount in chronological order from highest to lowest.
- Results for all winners will be cross checked by the Arizona Gives Team and announced no later than April 15, 2023.
- In the event that more than one organization has the same number of unique donors, their ranking will be based on the total dollars raised by donations that meet the time and minimum dollar amount requirements. If a single donor makes multiple donations of at least the minimum dollar amount, all of those donations will count toward the total dollar tie-breaker amount, but that donor will only count as one unique donor. The most qualified dollars raised will place that organization above another with the same number of unique donors, in the rankings. In the unlikely event that those dollar amounts also match, the ranking will be determined by putting the organization names on slips of paper and doing a random draw for rank with the first draw being highest in rank and so on.
- Except where otherwise specified (primarily in the Power Hour categories), exact ties for prizes will be decided by random draw of the tied nonprofits. In the case of two tied nonprofits, the one not drawn for the prize level in question will move to the next lower position on that prize list. That next position may or may not include a financial prize. If more than two nonprofits tie, names will continue to be drawn for subsequent positions in the list.
- Unique donors are determined based on four pieces of information entered during checkout: billing first name, billing last name, billing email address, and billing zip code. If any of those four data points is different from another donation, it will be counted as unique.