



How to Get Your Business Involved in Arizona Gives Day 2018

Arizona is home to more than 20,000 nonprofits that provide services we rely on every day. Our nonprofits create safe places to learn, live and fulfill dreams. They enrich our lives through art and culture, and protect our natural wonders, cultural heritage and human dignity.

Arizona Gives Day was created to both strengthen and sustain Arizona's nonprofit community. The 24-hour day of giving raises awareness, connects the public with businesses and increases financial support for these important — and often critical — organizations. More than 72 percent of Arizona's nonprofit revenue is generated by earned revenue, fees for services and government contracts — NOT from philanthropic contributions

Which is why your involvement is so important!

It's also important to remember nonprofits are more than "charity." Collectively Arizona's nonprofits are a powerful, economic engine:

- Employing more than 150,000 workers (fifth largest non-government employer in the state)
- Generating more than \$28 billion in revenue annually, on par with what is generated by the construction sector in the state
- Generating more than 8 percent of the Arizona's Gross State Product

We need all Arizonans to understand that their philanthropic donations make our economy stronger. Below are some ways that your business can get involved, build a spirit of philanthropy in our state and ensure a successful future for Arizona's nonprofit sector and Arizona Gives Day 2018!



SPONSOR

- Sponsor Arizona Gives Day to assist the program with its efforts to encourage more people to give back to their community.
- Provide a donation to increase the nonprofit incentive prize pool.

IN-KIND ADVERTISING

- Donate your advertising (digital, print, radio, TV, outdoor) or specify an ad for Arizona Gives Day. (Creative available upon request.)
- Prominently display Arizona Gives Day on your outdoor reader or public space between March 20 - April 3, 2018. (Logo available upon request.)

SOCIAL MEDIA

- Like us on **Facebook (Arizona Gives Day)** and share posts about Arizona Gives Day 2018 before and on April 3.
- Follow us on **Twitter (@azgives)** and share posts about Arizona Gives Day 2018 before and on April 3.

COMMUNICATION

- Encourage your employees and/or customers to participate, through your e-newsletter, website, social media and email marketing between March 1 - April 3, 2018.

POSTERS AND HANDOUTS

- Display posters in your store or workplace to drive awareness between March 20 - April 3, 2018.
- Distribute handouts in customer shopping bags between March 20 - April 3, 2018.

MATCHING GIFTS

- Provide a "matching" campaign gift of some amount for a participating nonprofit.
- If you have a matching gifts program, encourage your employees to submit their Arizona Gives Day donation to increase their impact.

DISCOUNTS AND DONATIONS

- Offer a discount on your products or services to customers who show a receipt confirming they gave to a nonprofit on azgives.org.
- Host a party or event and encourage your attendees to give. Donors can also schedule their online gifts in advance.
- Adopt a participating nonprofit for your organization to give to. Create a group Fundraising Page for the organization on AZGives.org.



ABOUT ARIZONA GIVES DAY

Arizona Gives Day is a statewide 24-hour online fundraising event for Arizona's nonprofit community. The event was started in 2013 to connect causes and supporters in order to enrich and empower Arizona and begin building a spirit of philanthropy among citizens.

Arizona Gives Day helps raise awareness about Arizona nonprofits and the critical role they play in our communities and state. The program is run by the Alliance of Arizona Nonprofits and Arizona Grantmakers Forum. Since its inception, Arizona Gives Day has raised more than \$10.1 million for nonprofits statewide.

Join us in creating a successful Arizona Gives Day 2018 and strengthening Arizona's nonprofit community.

Questions? Email or call Jennifer Purcell, Director of Community Engagement, Alliance of Arizona Nonprofits at jenniferp@arizonanonprofits.org or **602-279-9166**.



Stay Connected! azgives.org #AZGivesDay