



## INCENTIVE PRIZE OVERVIEW & RULES:

### Prize Money Overview

	<b>Announced</b>
Gives Day Leaders	\$ 85,000
Power Hours	\$ 44,000
Fan Zone	\$ 12,000
Final Four	\$ 8,000
Pre-Scheduled Donations	\$ 9,000
Alliance Members	\$ 12,000
Fundraising Pages	\$ 2,000
Golden Tickets	\$ 8,000
<b>Total Prize Money:</b>	<b>\$ 180,000</b>

### Category One – Performance Prizes

Performance Prizes are broken into four categories: **Gives Day Leaders, Power Hours, Fan Zone and Final Four**. The prizes in this category are non-stackable, meaning organizations may only win one prize from this category.

#### Gives Day Leaders

Gives Day Leaders prizes will tally in ‘real time’ on the AZGives.org Leaderboard page. However, winners must be verified before they are confirmed as winners based on official rules.

#### Most Dollars – By Size

Arizona Gives Day 2018 will have four prize categories based on total dollars raised in the 24 hour period of Arizona Gives Day based on annual revenue size. An organization’s annual revenue 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 of more than \$1,000,000.



## Most Dollars – Rural

Sponsored By:  **FREEPORT-McMoRAN  
FOUNDATION**

Arizona Gives Day 2018 will have a unique prize opportunity for Rural Nonprofits. 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 2018 Rural Performance Prize section of this document.)

## Power Hours

Arizona Gives Day 2018 will have eight 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. Pre-scheduled donations are excluded from consideration for Power Hour prizes. The Power Hours will not update in 'real time.' Winners will be added to the AZGives.org website as they are determined.

*New this year!* Even more opportunities to win as each Power Hour will also be split into two size categories:

- **Micro/Small**– Defined as organizations with annual revenue between \$0 and \$249,999.99.
- **Mid-Size/Large**– Defined as organizations with annual revenue above \$250,000.

## Fan Zone

*New for 2018!*

Arizona Gives Day 2018 will have three opportunities to win a prize based on the number of unique donors that have given at any amount within each of the three specified 4-hour periods (8am-12pm, 12pm-4pm and 4pm-8pm). 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 Fan Zone will not update in 'real time.' Winners will be added to the AZGives.org website as they are determined.

The Fan Zone includes even more opportunities to win as this prize category will also be split into four 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 of more than \$1,000,000.



## Final Four

*Back by popular demand!*

Arizona Gives Day 2018 will have the opportunity to win a prize based on the total dollar amount of donations given within the final four hours of the day (8pm-12am). Final Four prizes will not update in 'real time'. Winners will be added to the AZGives.org website as they are determined.

*New this year!* Even more opportunities to win as this prize category will also be split into four 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 of more than \$1,000,000.

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## Category Two – Bonus Prizes

Bonus Prizes are broken into four categories: **Pre-Scheduled Donations, Alliance Members, Fundraising Pages and Golden Tickets**. The prizes in this category are stackable; organizations can win up to two prizes from this category, either on their own or in addition to a Performance Prize.

### Pre-scheduled Donations

Arizona Gives Day 2018 will have two prize categories based on pre-scheduled donations. The pre-scheduled donation option will be available to donors on the AZGives.org platform beginning March 1, 2018.

To be considered for Pre-Scheduled Donation prizes, donations must meet three criteria: 1) Must be scheduled in the CiviCore system (AZGives.org) by 11:59pm on Monday, April 2, 2018, 2) Must be scheduled to be processed on April 3, 2018, 3) Must be successfully processed on Tuesday, April 3, 2018. Regarding criteria number three: Donations that do not successfully process on April 3, 2018, due to things like insufficient funds, over their credit limit, invalid card numbers, expired credit cards, etc., will not qualify. In the event that any Pre-Scheduled donations are set up as recurring donations (weekly, monthly, etc), only the installments that are processed on April 3, 2018 will qualify; future installments will not qualify; any installments processed prior to future Arizona Gives Days will not qualify.

- **Most Dollars** – Based on the total dollar amount of pre-scheduled donations
- **Most Unique Donors** *New for 2018!* - Based on the number of unique donors that have pre-scheduled a donation. 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.



*New this year!* Even more opportunities to win as each Pre-Scheduled Donation prize category will also be split into two size categories:

- **Micro/Small**– Defined as organizations with annual revenue between \$0 and \$249,999.99.
- **Mid-Size/Large**– Defined as organizations with annual revenue above \$250,000.

## Alliance Members

Arizona Gives Day 2018 has added two Bonus Prize opportunities specifically for members of the Alliance of Arizona Nonprofits.

- **Most Dollars** - Based on total dollars raised in the 24 hour period of Arizona Gives Day
- **Most Unique Donors** - Based on the number of unique donors in the 24 hour period of Arizona Gives Day. 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.

Alliance Members have even more opportunities to win as these two prizes will each be split into four 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 of more than \$1,000,000.

In order to qualify for an Alliance Members Bonus Prize, organizations must be an active Alliance of Arizona Nonprofit member as of March 31, 2018. Active membership status means new membership applications have been submitted and payment received by March 31, 2018; or current members have paid their renewal fee prior to their membership expiring and before the March 31, 2018 deadline. Organizations must also have successfully registered as a participant in Arizona Gives Day 2018 and able to accept online donations. . The Alliance Members prize category will not update in 'real time.' Winners will be added to the AZGives.org website as they are determined.

## Fundraising Pages

*New for 2018!*

Arizona Gives Day 2018 will feature a new bonus prize category based on Fundraising Pages utilized by individuals and businesses to raise dollars for their selected nonprofits. Winners will be randomly drawn from active Fundraising Pages with at least \$100 raised in the 24 hour period of April 3, 2018 for the selected nonprofit.



## Golden Tickets

Arizona Gives Day 2018 will feature eight Golden Ticket winners, which will be randomly drawn from donations of \$25 or more during specified 60 minute periods throughout the day. Once a Golden Ticket is awarded, that nonprofit organization will be ineligible for future Golden Ticket entry pools for the 2018 campaign. To be clear, each donation of \$25 or more is considered one entry, so nonprofits with more individual donations at that dollar level will receive more entries. Pre-scheduled donations are excluded from consideration for Golden Ticket prizes. Winners will be added to the AZGives.org website upon determination.

## 2018 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

Cortaro  
 Marana  
 Oro Valley  
 South Tucson  
 Tucson

### Pinal County

Apache Junction  
 San Tan Valley

### Coconino County

Flagstaff

### Yavapai County

Prescott  
 Prescott Valley

### Yuma County

Yuma

# 2018 Incentive Prize and Donation Rules

Below are the rules and guidelines for both the Arizona Gives Day 2018 donations and incentive prizes. This year 74 prizes will be awarded from the \$180,000 prize pool. Thank you to our Incentive Award sponsors: FirstBank, Thunderbirds Charities and Freeport-McMoRan.

## DONATION RULES:

- Only gifts made on April 3, 2018 through the AZGives.org website, including donations that were pre-scheduled for April 3, 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 CiviCore server system. CiviCore 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 CiviCore 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) through AZGives.org on April 3, 2018. 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 3 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 tried to be processed electronically. 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 on April 3, 2018 will be included in the overall total. Any donations made after April 3 will NOT be included in your official 24-hour total for Arizona Gives Day.
- Bonus Prizes are Stackable: A nonprofit organization can qualify for and receive up to two Bonus Prizes (Stackable) regardless of any other prizes they may receive as part of the 2018 Arizona Gives Day, including Performance Prizes, subject to qualifying for the individual requirements for those other prizes. For example a single nonprofit could theoretically win a \$10,000 prize for Most Dollars for Mid-Sized Nonprofits, plus a \$1,000 Golden Ticket Bonus Prize, plus a \$500 Alliance Member Bonus Prize. However, a single nonprofit can only win one prize from any given Bonus Prize category. For example, a single nonprofit could not win two Golden Ticket Bonus Prizes, or two Alliance Members Bonus Prizes.
- Performance Prizes are Not Stackable: A nonprofit can only win one Performance Prize. If they win more than one Performance Prize, they'll 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 2016) 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 (2016 or later) Form 990 or Form 990-EZ in order to participate.
- In the event that the top Performance 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) Most Dollars Rural, 3) Power Hours Donor 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 Tuesday, April 17, 2018.
- 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.