

INCENTIVE PRIZE OVERVIEW:

Category One – Performance Prizes

Most Dollars – By Size:

Arizona Gives Day 2017 will have three prize categories based on annual revenue size. An organization’s annual revenue will be confirmed before awarding any prizes.

- **Small Nonprofit** – Defined as organizations with annual revenue of less than \$250,000.
- **Medium Nonprofit** – Defined as organizations with annual revenue between \$250,000 and \$1,000,000.
- **Large Nonprofit** – Defined as organizations with annual revenue of more than \$1,000,000.

Category	Rank	Prize	Category	Rank	Prize	Category	Rank	Prize
Large	1st	\$ 10,000	Medium	1st	\$ 10,000	Small	1st	\$ 10,000
	2nd	\$ 10,000		2nd	\$ 10,000		2nd	\$ 10,000
	3rd	\$ 10,000		3rd	\$ 10,000		3rd	\$ 10,000

Most Dollars – Rural:

Sponsored By: 

Arizona Gives Day 2017 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 CiviCore application. To be considered Rural, the city address cannot be included on the “Excluded Cities List.” (See bottom of page for details.)

Rural	1st: \$ 5,000	2nd: \$ 5,000	3rd: \$ 5,000
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Most Dollars – Pre-Scheduled Donations:

Arizona Gives Day 2017 will have the opportunity to win a prize based on the total amount of donations pre-scheduled as of April 3, 2017. Pre-scheduled donations will be available beginning on February 20, 2017.

Winners: Top 5 **Prize Per Winner:** \$ 1,000

Power Hours:

Arizona Gives Day 2017 will have 12 ‘power hours’ all 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 donation’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.

Hour	Min.	Prize	Hour	Min.	Prize	Hour	Min.	Prize
6:00 am	\$100	\$ 5,000	10:00 am	\$ 50	\$ 2,500	2:00 pm	\$ 25	\$ 1,000
7:00 am	\$ 50	\$ 2,500	11:00 am	\$ 25	\$ 1,000	3:00 pm	\$100	\$ 5,000
8:00 am	\$ 25	\$ 1,000	12:00 pm	\$100	\$ 5,000	4:00 pm	\$ 50	\$ 2,500
9:00 am	\$100	\$ 5,000	1:00 pm	\$ 50	\$ 2,500	5:00 pm	\$ 25	\$ 1,000

Category Two – Bonus Prizes

Golden Tickets:

Arizona Gives Day 2017 has added “Golden Ticket” opportunities. Winners will be drawn from donations of \$25 or more as the Arizona Gives Day total amount raised reaches each milestone. Winners will be added to the azgives.org website upon determination. Stackable: An organization can win one Bonus Prize on its own OR in addition to a Performance Prize.

<u>Milestone</u>	<u>Winners</u>	<u>Prize</u>	<u>Milestone</u>	<u>Winners</u>	<u>Prize</u>	<u>Milestone</u>	<u>Winners</u>	<u>Prize</u>
\$ 500,000	2	\$ 250	\$ 1,500,000	5	\$ 250	\$ 2,500,000	10	\$ 250
\$ 1,000,000	5	\$ 250	\$ 2,000,000	10	\$ 250	\$ 3,000,000	20	\$ 250

Alliance Members Bonus:

Arizona Gives Day 2017 has added a Bonus Prize opportunity specifically for members of the Alliance of Arizona Nonprofits. Nonprofits who are active Alliance of Arizona Nonprofit members as of April 3, 2017 will qualify for this drawing. Winners will be drawn after midnight (April 5, 2017) from Alliance Member organizations with \$500+ in donations and added to the azgives.org website upon determination. Stackable: An organization can win one Bonus Prize on its own OR in addition to a Performance Prize.

Winners: 10 Random Draw **Prize Per Winner:** \$ 1,000

2017 Rural Incentive Award – List of Excluded Cities:

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

Maricopa County

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

Pima County

Cortaro
Marana
Oro Valley
South Tucson
Tucson

Coconino County

Flagstaff

Yavapai County

Prescott
Prescott Valley

Pinal County

Apache Junction
San Tan Valley

Yuma County

Yuma

Incentive Prizes Provided By:



2017 Incentive Prize and Donation Rules



Below are the rules and guidelines for both the Arizona Gives Day 2017 donations and incentive awards (prize pool). This year over 90 Arizona nonprofits will receive a portion of the \$175,000 in prize money. Thank you to our Incentive Award sponsors: FirstBank, Thunderbird Charities and Freeport McMoRan.

DONATION RULES:

- Only gifts made on April 4, 2017 through the azgives.org website, including donations that were pre-scheduled for April 4, 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. 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 time stamped 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 leaderboard/power-hour strategy.
- All **matching grants** must be processed as a donation (credit card or e-check) through azgives.org on April 4, 2017 to be included in a nonprofit’s totals. Please plan accordingly to submit these donations before midnight. Even if you are not vying for a leaderboard prize, submitting matching donations through the azgives.org website before midnight on April 4 is a big help in accurately measuring and reporting the total amount of money raised to the media the following morning.
- Any donation processed on April 4, 2017 will be included in the overall total. Any donations made after April 4 will NOT be included in your official 24-hour total for Arizona Gives Day.
- A nonprofit may win only ONE Performance Prize. If a nonprofit qualifies for more than one Performance Prize, the nonprofit will receive the largest prize amount. The nonprofits below the ‘already winning nonprofit’ in that category will then move up one position and be eligible to win.
- Most Dollars Raised categories are based on the annual revenue size/operating budget and whether a nonprofit is located in a ‘Rural’ city as defined in the List of Excluded Cities on Page 2 of this document. The three sizes are defined as: 1) Small Nonprofit –organizations with annual revenue of less than \$250,000, 2) Medium Nonprofit –organizations with annual revenue between \$250,000 and \$1,000,000, 3) Large Nonprofit –organizations with annual revenue of more than \$1,000,000. An organization’s operating budget (defined as annual revenue) will be confirmed before awarding any prizes through verification of their operating budget/annual revenue as posted on Line G of their 990. If there is a discrepancy between what the organization has listed as their operating budget range within their profile page and what is located in GuideStar, an organization will be asked to provide their most recently completed 990 or annual financial statement for verification.
- To qualify for Golden Ticket Bonus Prizes, donations must be in the amount of \$25 or more. All donations successfully processed up until the time that the Arizona Gives Day ‘official total amount raised’ reaches the specified milestone as reflected on the home page of AZGives.org, will be in the pool of entries for the first

two Golden Tickets of the day, which are available when the total reaches \$500,000. This pool of entries will include all pre-scheduled donations that have been successfully processed by each milestone. Once a Golden Ticket is awarded, that nonprofit organization will be ineligible for future Golden Ticket entry pools for the 2017 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. Golden Ticket Bonus Prizes are “Stackable” as described below.

- Alliance Members Bonus Prizes will be awarded from an entry pool of one entry per qualifying organization. To qualify, an organization must meet three criteria: 1) Be a current Alliance of Arizona Nonprofit Member with dues paid and in good standing as of Monday, April 3, 2017, 2) Successfully registered as a participant in Arizona Gives Day 2017 and able to accept online donations, 3) Have raised \$500 or more in online donations as of 11:59pm on Tuesday, April 4, 2017. Each nonprofit can win only one of these random draw prizes. Alliance Member Bonus Prizes are “Stackable” as described below.
- Stackable Prizes: A nonprofit organization can qualify for and receive a Stackable Prize regardless of any other prizes they may receive as part of the 2017 Arizona Gives Day Prize Pool, including Performances Prizes and Alliance Member 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 Medium-Sized Nonprofits, plus a \$250 Bonus Golden Ticket prize, plus a \$1,000 Alliance Member Bonus prize.
- 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. Bonus Prizes are “Stackable”, however, a single nonprofit can only win one Golden Ticket prize. A nonprofit can only win one Alliance Member prize. However, a nonprofit CAN win a single Golden Ticket prize AND a single Alliance Member prize.
- To be considered for Pre-Scheduled Donation prizes, donations must meet three criteria: 1) Must be scheduled in the CiviCore system by 11:59pm on Monday, April 3, 2017, 2) Must be scheduled to be processed on April 4, 2017, 3) Must be successfully processed on Tuesday, April 4, 2017. Regarding criteria number three: Donations that do not successfully process on 4/4/17, 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 4, 2017 will qualify; future installments will not qualify; any installments processed prior to future Arizona Gives Days will not qualify. It is anticipated that Pre-Scheduled Donation prizes will be determined/announced on April 4, 2017, however the organizers reserve the right to determine/announce them after April 4, 2017, with intentions to do so on April 5, 2017. Pre-Scheduled Donation Performance Prizes are NOT “Stackable” as described above.
- 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, 4) Most Dollars Pre-Scheduled Donations
- Results for all winners will be cross checked by the Arizona Gives Team and announced no later than Tuesday, April 18, 2017.
- In the event that more than one organization has the same number of unique donors in a power hour, 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.