



3 WAYS PHILANTHROPISTS CAN MAKE A DIFFERENCE ON ARIZONA GIVES DAY

Go beyond giving this year and help your favorite nonprofit meet their goals

As a philanthropist, you're likely well versed on the ins and outs of the nonprofit world. This year, use your own unique expertise to help your favorite charities have a successful Arizona Gives Day campaign. Here are three ways to give back — in a different way.

1

Be an advocate.

Did you know that nearly 70 percent of donors in 2016 said that Arizona Gives Day prompted them to give a gift they wouldn't otherwise have given? Take advantage of the timeliness and urgency of Arizona Gives Day and share the organizations' needs with your own personal and business networks. Even just a few social media posts can make a big difference in spreading the word.

2

Get others involved.

A surefire way to help raise more money is to get other people fired up about the same cause that you work tirelessly for. Invite friends and colleagues to join you on a tour of the nonprofit you work with and ask them to get involved or donate money. Share your own personal stories about why you're passionate about the work that these organizations do and how that work helps solve a specific issue in your community.

3

Fund what's necessary.

If you're already committed to an organization, you're likely aware of its greatest needs, and more often than not, that need is in funding day-to-day operations. While new donors may need to be reassured that their money is going into community programs — by helping to pay operational costs for your charity of choice, you are allowing them to focus on investing in their organization with things such as technology and human talent, building leadership and governance, and expanding resources.