

Nonprofit Frequently Asked Questions Guide – Arizona Gives

Quick List of Answers–

- Any **qualified 501c3 organization** located in Arizona or that provides services in Arizona can register
- **No merchant services** account is required to participate
- AZGives.org is available to **receive donations year-round**
- Donations are reconciled and deposited in the nonprofit's bank account via **monthly electronic deposit** reducing waste and saving time
- Nonprofits can **download donation reports** as needed
- Nonprofits can choose to have **donation designations for specific programs** available at donor checkout
- Individuals can create **Fundraising Campaigns** to raise money for their favorite nonprofit at any time
- Donors have a **shopping cart experience** and can choose to create an account/login to track their giving or checkout as a guest
- Donations can be **pre-scheduled**, set as a **recurring gift** or given immediately
- Donors can increase their donation to help **offset the cost for a nonprofit to participate** so more money goes to the nonprofit (donation fee)
- Donors can choose a **level of anonymity**
- Donors receive an **electronic receipt** for their transaction, but need a **donor acknowledgement letter** from the nonprofit organization

1) Is my organization qualified to participate?

Please review the *2019 Terms of Service & Liability* document to see a complete list of eligibility requirements.

2) How can my organization register?

If you did not participate in 2015, 2016 or 2017, go to azgives.org and select *Login > Nonprofit* and click on the orange *New Participant button* to complete the initial Inquiry Form. The Arizona Gives team will then review your inquiry. Once approved, organizations will then receive a log-in via email to begin setting up their profile page.

If your organization has participated in an Arizona Gives Day previously, please email azgives@arizonanonprofits to determine who your account Users are so you can be added and update/complete your organization's profile. Once you've completed all 'required' fields, click *Submit Updates* and the Arizona Gives team will review your page to make sure all information is correct before going "live."



You will be able to continue working on your 'not required' fields within your profile until a few days before Arizona Gives Day.

3) Why should my organization participate on Arizona Gives Day?

Arizona Gives Day 2019 allows nonprofits to win \$180,000 (or more) in incentive prize money. These prizes are based on the total amount raised or total number of donors within a particular category or through random drawings just for participating.

Categories are based on annual revenue size, geographic location or whether the organization is an Alliance member, etc.

For a donation to count towards an Arizona Gives Day incentive prize, it must be made through the AZGives.org website in the allotted time on April 2, 2019. Incentive prize categories and amounts, as well as power hour information, are typically available in late January or early February.

We are seeing an increasing amount of nonprofits pointing donors to their own websites on Arizona Gives Day, for a variety of reasons, but most frequently to avoid donation fees. Offline giving is exponentially increasing each year, and while we are excited that Arizona Gives Day is helping you bring in more donations, we wanted to communicate that by doing this, it is diluting the effectiveness and sustainability of the program as a whole.

We hope you will join us in directing donations to AZGives.org and help ensure that the program is sustainable for years to come for everyone who participates. In turn, we remain committed to always looking for ways to decrease fees, improve security and functionality, and drive as many new donors to your nonprofit as possible.

4) Will my organization need to open a merchant account to participate?

No! Nonprofits do not need to open a merchant services account to participate.

For those organizations who opened a merchant account to participate in years past, please refer to the Click&Pledge/TransFirst Merchant Account FAQs document at the bottom of the Nonprofit Registration & FAQs web page on AZGives.org.

5) If my organization participated previously and has a merchant account, how do I access this account or close it?

Whether you choose to keep your merchant services account open or close your merchant account, it is entirely up to your organization. Go to the Click&Pledge/TransFirst Merchant Account FAQs document at the bottom of the Nonprofit Registration & FAQs web page for support and details about your Arizona Gives Day merchant service account.



6) What payment methods are accepted on the Arizona Gives platform?

Credit and debit cards including Visa, MasterCard, Discover and American Express. Electronic checks (eChecks) using your bank account and routing number are also accepted. eChecks have a lower merchant services/transaction rate than credit/debit cards.

7) Can pre-scheduled donations be made?

Yes, credit/debit card and electronic check donations for Arizona Gives Day can be pre-scheduled beginning March 4, 2019. To pre-schedule a donation for Arizona Gives Day a donor must create an account to 'store' and manage their payment information now and in the future.

Donors will also have the option to donate 'today' (aka immediately) if they do not wish to create an account or they can wait until Arizona Gives Day (April 2, 2019).

8) Can donations be made before or after Arizona Gives Day?

Yes, donations can continue to be made on AZGives.org before and after Arizona Gives Day. The Arizona Gives website is open as a year-round fundraising tool for your nonprofit and for donors to utilize. Only donations given on Arizona Gives Day will count towards the nonprofit's total for potential incentive prizes.

9) Can recurring donations be made?

Yes, recurring donations can be made on AZGives.org at any time. Donors can select a frequency of weekly, monthly, quarterly or annually. Donors can also decide when the recurring donation can end by month, total amount or never.

The Arizona Gives website is open as a year-round fundraising tool for your nonprofit and for donors to utilize. Only donations given on Arizona Gives Day will count towards the nonprofit's total for potential incentive prizes.

10) How will donations be received by my nonprofit?

All donations collected on Arizona Gives Day, or on any month following, will be held in the Arizona Gives Day Donation Account with the Alliance of Arizona Nonprofits until end of month reconciliation takes place. Nonprofits will receive their donations via an ACH electronic transfer to the checking account information provided.

Arizona Gives will make one disbursement to the participating nonprofit each processing period, with the exception of April with two, of the total amount of the gifts made through AZGives.org on your behalf, minus the credit card processing as well as any participation costs not covered by the donor.



The processing period is one calendar month, beginning on the first day of each month and ending on the last day of each month. Disbursement will be made via ACH electronic deposit and statements will be made available within the Arizona Gives platform.

11) When should my organization expect to receive the electronic deposit?

At the end of each processing period, Arizona Gives will review all donations received on behalf of your organization. At this time, all fees will be calculated accordingly and deducted from the total donations.

Approximately 10-15 days after the last day of the month an electronic transfer of calculated donations will be distributed to the bank account and routing number on file. If your organization has recurring donations, this disbursement will happen monthly or based on the frequency of the donation.

In the month of April, we will reconcile donations mid-month in addition to the standard last day of the month.

12) Are there any registration costs for nonprofits?

Yes. In recent years, we have observed that many nonprofits who register for Arizona Gives Day, take advantage of the resources and tools, and interact with Alliance staff for technical assistance, do not ultimately engage or raise little-to-no funds on the AZGives.org platform. This results in the nonprofits who do raise funds on the platform incurring fees that, in essence, sustain the program on behalf of everyone.

We aim to maximize your organization's success by providing tools and resources, including:

- a nonprofit toolkit and marketing materials
- training on best practices and 'how to' videos
- a safe, secure and easy-to-use giving platform
- promotion through advertising and PR to drive donors to AZGives.org
- personalized technical support for nonprofits and donors

In order to encourage your success, and to ensure that basic costs of participation and provided resources are covered, Arizona Gives will begin implementing a **nominal \$50 refundable* deposit** at re-enrollment/registration for 2019.

Here's what you need to know:

- *Your \$50 deposit will be refunded if you raise \$500 or more through the AZGives.org platform April 1-15, 2019. The refund will be included in your first distribution of funds raised on the AZGives.org platform (estimated timeframe May 1-15, 2019).



- Nonprofits that pay the deposit, but raise less than \$500 through the AZGives.org platform April 1-15, 2019 will not receive a refund of their deposit.
- The deadline to pay the deposit and participate in Arizona Gives Day is March 1, 2019.
- Nonprofits that do not pay the deposit by March 1, 2019 will no longer be listed on the Arizona Gives platform and will not be eligible to receive new donations on AZGives.org. However, you will still be able to log in to view your donation history.

13) Are there donation fees?

Yes. The fees charged on donations, which the donor has the option to cover, will remain at 5.2% in 2019. The nonprofit will still be responsible for any merchant fees, just as you would for donations received any other way.

A portion of the 5.2% donation fee charged at checkout goes directly to the technology provider for developing and maintaining a secure and user-friendly donation site. The other portion goes back into the Arizona Gives program account to fund next year's day of giving. Each year, that portion of the fee funds about 25% of the total amount needed to operate Arizona Gives Day. We fundraise the remaining amount, including the entire incentive prize pool.

We are extremely grateful to our corporate and foundation partners who have faithfully supported Arizona Gives each year. Without them, we would not be able to keep the fees low and make Arizona Gives as accessible as it is today for nonprofits of all sizes.

The beauty of Arizona Gives Day is that it shows what is possible when we all invest our time, talents and treasures to truly lift the tide of all nonprofits that participate. Donors believe in this power of collective giving as well, choosing year-over-year to cover more than 82% of the fees on donations – which is 15-20% higher than the national average.

Donors can have faith in the fact that giving on AZGives.org means they are donating to verified nonprofits in a secure technology platform. It also means that they are giving their nonprofits the ability to earn incentive prizes on Arizona Gives Day.

For donations processed via electronic check, the fees subtracted will be only 40 cents per donation if donors choose to cover the participation cost or 5.2% plus 40 cents per donation if donors choose not to cover these participation costs.

For donations processed via credit/debit card, the fees subtracted will be 2.1% plus 30 cents per donation if donors choose to cover the participation cost or 7.3% plus 30 cents per donation if donors choose not to cover these participation costs.

14) How will donations be reported on donor bank card/checking account statements?



Donations will show on statements as being made to “Arizona Gives” or potentially the “Alliance of Arizona Nonprofits.” All donations, minus fees, will be transferred to the participating nonprofit at the end of each processing period (monthly).

15) Will donors receive a receipt?

Yes, an e-receipt will automatically be generated from Arizona Gives and emailed to the email address the donor has provided as soon as they make their donation online. The receipt will contain a list of all organizations the donor donated to and the amounts of each donation per transaction.

16) Does my organization need to also send a receipt?

Yes. Each participating organization is responsible for sending donors a receipt and or donation acknowledgement/thank you letter on their own letterhead in a timely manner. This is a best practice for nonprofits and should be done preferably within one week. A phone call thanking the donor should be made immediately.

Nonprofit Users will have access to pull donor reports and set email notifications of donations made to your organization on their profile. Donor reports will specify whether a donor wishes to be partially anonymous (wants nonprofit receipt only) or fully anonymous (no contact information provided).

17) Is the donation platform and are donor donations safe and secure?

Yes. The servers used to process donations and keep donor information is very secure and reliable. All transactions are made through an encrypted connection. Credit/Debit card and e-check transactions are secure, backed by a PCI Level 1 secure service provider certification. (the same level banks use)

18) What does Arizona Gives do with the donor information?

Arizona Gives will not share or sell donor information to any other organization or third party, but does reserve the right to communicate with donors for the purpose of user surveys, newsletters, Arizona Gives information, giving opportunities and general education about philanthropy.

19) Can donors make an anonymous donation?

Yes, when donors are ready to check out, they may elect:

No – I want the organization to know who the donation came from.

Partially – I wish only to receive a donation acknowledgement letter from the organization, but want no further communication or acknowledgement in annual reports.

Fully – I do not want the organization to know my name or contact me.



20) Can a donor make a gift "In Honor Of" or "In Memory Of" someone?

Yes, donors will have the option to make a gift "In Honor Of" or "In Memory Of" during checkout.

21) How does a donor fix a mistake he/she made on a donation?

If the donor cannot fix the mistake by logging into their donor account, they can contact Arizona Gives by emailing azgives@arizonanonprofits.org or calling 602-279-2966.

22) Will the donor know whether their donation is tax deductible?

Arizona Gives has verified whether a nonprofit qualifies for an Arizona state tax credit (via the Department of Revenue) in order to allow Arizona Gives to mark the donor's receipt accurately. Arizona Gives has verified with the Department of Revenue that a donor's e-receipt is sufficient for Arizona state tax credit claims.

However, Arizona Gives encourages every nonprofit to send donors a receipt on their own letterhead, especially when a potential Arizona state tax credit is involved. Administrative Users for your nonprofit account will have access to pull donation reports with donor contact information. Users can also select to receive donation notifications to assist with sending donation acknowledgement letters after processing has occurred.

You can also find current information on Arizona Tax Credits at www.azdor.gov/taxcredits. As of 2017, qualifying tax credit donations made between January 1 and April 15 can be claimed on your previous year taxes. Additional information on Arizona Tax Credits will be available to participating nonprofits once registration has been approved.

