

Midlands Gives Logistics Webinar #2

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GIVES

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Community Foundation

midlandsgives.org

Presenters



Nancye Bailey
Midlands Gives
Coordinator



Cherise Arrendale
Strategic Initiatives &
Communications Manger

Agenda for Today's Webinar

- Reminders
- Prizes
- Matches
- Champion Pages
- Upcoming Events/To Do's

Nonprofit Responsibilities

- ☐ Complete participation agreement and registration form
- ☐ Attend all required training sessions
- ☐ Create and update profile on Midlands Gives website
- ☐ Verify primary contact email address with Midlands Gives coordinator and regularly check and read emails
- ☐ Work with board members and volunteers to increase awareness of your Midlands Gives participation
- ☐ Use social media and other existing communication methods to tell others of your participation in Midlands Gives
- ☐ Provide 24-hour staff and/or volunteer coverage for May 2 event
- ☐ Thank your donors before, during, and after the event



Training Requirements

New Nonprofits:

- Attend ONE Midlands Gives 101 Session
- Attend ONE Together SC Webinar

Returning Nonprofits:

Choose ONE of the following:

- Attend ONE Midlands Gives 101 Session
- Attend ONE Together SC Webinar



Prizes, Bonus Pools & Matches

Oh My!

Three types of additional funds to encourage donations:

- **Prizes:** Sponsored by CCCF's Corporate Philanthropy Champions and awarded to nonprofits on May 1st based on prize criteria.
- **Bonus Pools:** Sponsored by CCCF's affiliate organizations for the specific regions they serve. Criteria is determined by the affiliate organizations.
- **Matches:** Additional funds contributed directly to your nonprofit from a donor (or donors). Nonprofit collects these funds and sets criteria based on two options: dollar for dollar or participation.

Prizes

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Prize Rules

- Prizes are awarded to the nonprofit, not the donor
- Organizations may not win more than one prize
 - *Exception: Prizes won before May 1st and Nephron Prize*
- Organizations must have received at least 10 gifts before a prize drawing is eligible. *Exception: Prizes won before May 1st, South State Bank Prize and Nephron Prize*
- Prize money does not count toward bonus pool eligibility
- Pre-Scheduled gifts do not count for prizes.
- Size categories are determined by what nonprofits reported at time of registration. Small nonprofits have a budget of \$750,000 or less. Large nonprofits have a budget larger than \$750,000.
- Prizes will be announced via social media and will appear on the Midlands Gives Leaderboard when awarded. A press release with all prize winners will also go out shortly after the event.
- Per the participation agreement, the Foundation reserves the right to disqualify any participant from receiving prizes if we believe there has been a breach of rules and/or deception on the part of the participating nonprofit.

Aflac Power Hours

\$2,500 added to one small budget and one large budget nonprofit that has the most unique donors during the hours listed below.



Power Hour Time Periods

7:00 AM to 7:59 AM

10:00 AM to 10:59 AM

12:00 PM to 12:59 PM

2:00 PM to 2:59 PM

4:00 PM to 4:59 PM

11:00 PM to 11:59 PM

of Prizes: 12 x \$2,500



Nephron Public Official Contest



\$10,000 Prize Total
Details TBA

BB&T Milestone Prizes

\$1,000 awarded to the nonprofit that receives the gift that achieves one of the following giving milestones:

\$250,000, \$500,000,

\$1 million, \$1.5 million, \$2 million (or over last year's total if \$2 million is not raised)



of Prizes: 5 x \$1,000

First Citizen Fifth Year Prize

\$5,000 awarded to the 5,555th gift,
celebrating the 5th year of Midlands Gives.



of Prizes: 1 x \$5,000

Nelson Mullins Last Gift Prize

\$1000 awarded to one small budget and one large budget nonprofit who receives the *last* gift of the day in their size category.

Nelson Mullins®

Nelson Mullins Riley & Scarborough LLP

of Prizes: 2 x \$1,000

South State Bank First Gift Prize

\$1000 awarded to one small budget and one large budget nonprofit who receives the *first* gift of the day in their size category.



of Prizes: 2 x \$1,000

Southeastern Freight First 50 Gifts Prize

\$1000 awarded to the first small budget and large budget nonprofit to receive 50 gifts.



of Prizes: 2 x \$1,000

Pre-Event Prizes

Recruiting Prize: \$250 prize randomly drawn from the returning nonprofits who brought a friend to a Midlands Gives Recruiting Breakfast

Winners: JCMC Haven of Rest, Project Life Positeen, Inc.

Mixer Prize: \$1,000 randomly drawn from the organizations who complete our Midlands Gives Bingo at a Mixer Event

Matches

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Match Guidelines

- Matches must be coordinated by the nonprofit and donor(s). The funds will be given directly to the nonprofit and will not go through the online platform or the Community Foundation.
- Nonprofits are eligible to promote one match incentive on their profile during Midlands Gives. However, multiple donors can contribute to the total match amount.
- Nonprofits can choose one of two options as criteria for their match:
 - A dollar for dollar match
 - Participation/Unique Donors
- The minimum amount of matching funds is \$1,000. Your organization can have more than one source of funds to reach the minimum amount. If your organization raises less than \$1,000, it can be given directly through the website during the event, rather than used as matching funds.
- The availability of these funds will be promoted on your organization's Midlands Gives profile and shown on the leaderboard during the live event. Funds will be listed once verified by the Community Foundation.

Report Your Match

Fill out the matching gifts form, found under “Toolkits” on www.midlandsgives.org.



Report Your Match

You will need to provide the donor's information and have your board chair sign the form. Donor's names will be kept confidential by CCCF.

2018 Midlands Gives Match Form



Nonprofits have the opportunity to make gifts go further on Midlands Gives day by securing their own matches. Nonprofits may raise additional dollars specific to their organization at their sole discretion and effort. These funds will be reflected on the organization's profile at www.midlandsgives.org. By securing a match for your nonprofit, you give the community more reasons to get excited about giving on May 1st!

THE MATCHING FUNDS FORM MUST BE SUBMITTED BY APRIL 24, 2018

Midlands Gives Match Guidelines

1. Nonprofits are eligible to promote one match incentive on their profile during Midlands Gives. However, multiple donors can contribute to the total match amount.
2. Nonprofits can choose one of two options as criteria for their match:
 - a. A dollar for dollar match
 - b. Participation: Match is met when a specified number of gifts is received.
3. The minimum amount of the matching funds is \$1,000. Your organization can have more than one source of funds to reach the minimum amount. If your organization raises less than \$1,000, it can be given directly through www.midlandsgives.org during the event, rather than used as matching funds.
4. Matches must be coordinated by the nonprofit and donor(s). The funds will be given directly to the nonprofit and will not go through the online platform (www.midlandsgives.org) or Central Carolina Community Foundation. The Community Foundation does not serve as a facilitator in this process.
5. The availability of these funds will be promoted on your organization's Midlands Gives profile and shown on the leaderboard during the live event. Funds will be listed once verified by the Community Foundation. **To verify Matches, complete this form and submit through your Midlands Gives Profile under "Documents." Documents submitted via mail or email will not be accepted.**

NONPROFIT ORGANIZATION: _____

AMOUNT OF MATCH: \$ _____

MATCHING FUND OPTION (SELECT ONE):

____ MATCHING: Dollar for dollar match on all donations up to \$ ____.

____ PARTICIPATION: If organization has ____ unique donors during Midlands Gives, they'll receive \$ ____.

IF MATCH CRITERIA IS NOT MET, FUNDS WILL BE:

____ Kept by the organization ____ Returned to the donor



Please list donor's names and contact information.

Donor's names will be kept confidential by Central Carolina Community Foundation (CCCF) and will not be distributed or published. CCCF may contact donors to verify the match if needed.

Donor Printed Name	Donor's Phone # or Email Address

COMPLETED BY BOARD CHAIR-----

- ☐ I acknowledge all information reported on this form is truthful and accurate to the best of my knowledge. An organization with the intent to mislead or misrepresent actual donations to the organization if represents and/or who reports false information could lead to forfeiture of bonus dollars and prizes at the discretion of Central Carolina Community Foundation.
- ☐ I acknowledge that the donors of this match understand that the gift will not be given through the online platform (www.midlandsgives.org) during Midlands Gives and is not eligible for bonus pools or prizes.

Board Chair Printed Name: _____

Board Chair Signature: _____

Once approved by Central Carolina Community Foundation, these funds will be promoted on your organization's Midlands Gives profile. Please allow two weeks once submitted for us to approve. An email will be sent to you upon approval.

The agreement and transfer of these funds must be coordinated by the participating organizations and the donors. The funds will not be distributed by Central Carolina Community Foundation.

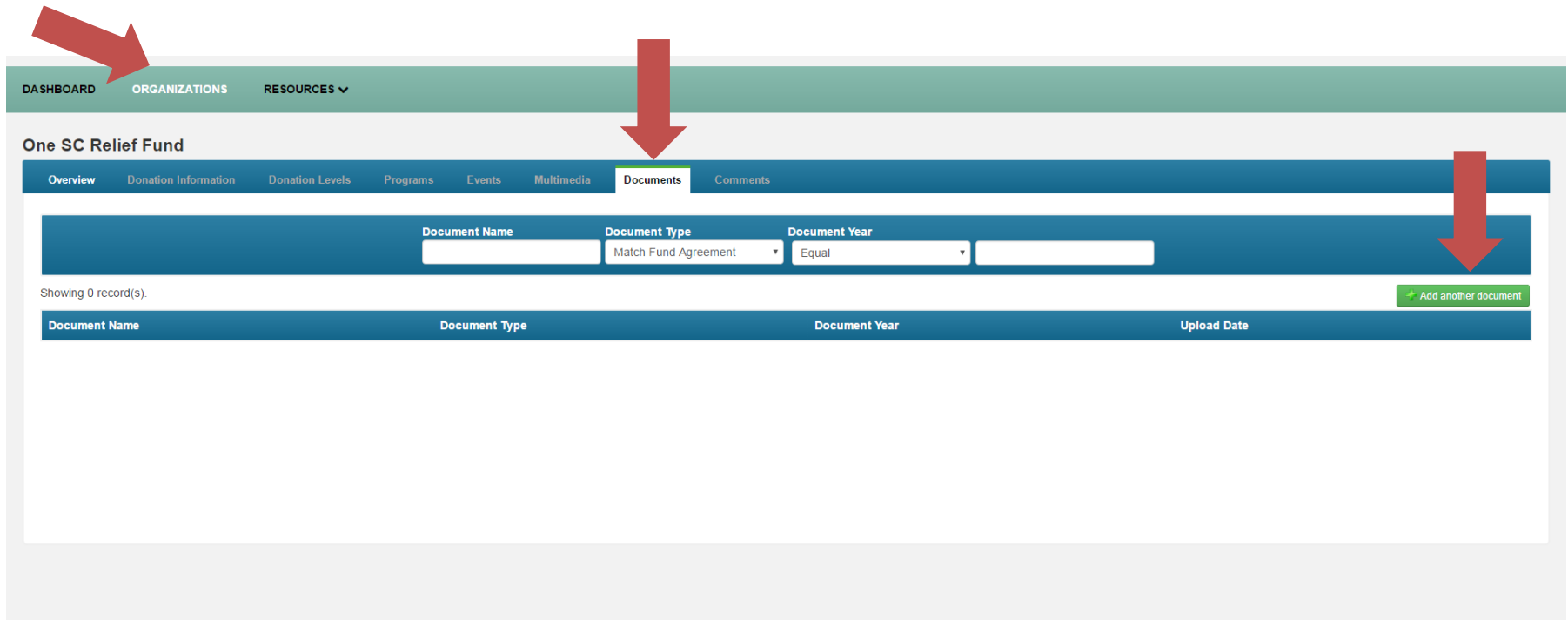
In addition, a tax receipt and/or acknowledgment letter will not be sent from the Community Foundation to matching donors but should be requested directly from nonprofit organizations.



Report Your Match

Submit the Matching Gifts Form under “Documents” in your Midlands Gives Dashboard. Emailed or mailed forms will not be accepted.

THE MATCHING GIFTS FORM MUST BE SUBMITTED BY APRIL 24TH



The screenshot shows the 'One SC Relief Fund' dashboard with the 'Documents' tab selected. A red arrow points to the 'DOCUMENTS' tab in the top navigation bar. Another red arrow points to the 'Documents' tab in the sub-navigation bar. A third red arrow points to the 'Add another document' button. The form fields for 'Document Name', 'Document Type' (set to 'Match Fund Agreement'), and 'Document Year' (set to 'Equal') are visible. Below the form, a table header is shown with columns for 'Document Name', 'Document Type', 'Document Year', and 'Upload Date'. The text 'Showing 0 record(s)' is displayed above the table.

DASHBOARD ORGANIZATIONS RESOURCES ▼

One SC Relief Fund

Overview Donation Information Donation Levels Programs Events Multimedia Documents Comments

Document Name Document Type Document Year

Match Fund Agreement Equal

Showing 0 record(s). Add another document

Document Name	Document Type	Document Year	Upload Date
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Report Your Match

Once approved by the Community Foundation, these funds will be promoted on your organization's Midlands Gives profile and the leaderboard.

Please allow two weeks once submitted for us to approve. An email will be sent to you upon approval.



Champion Pages

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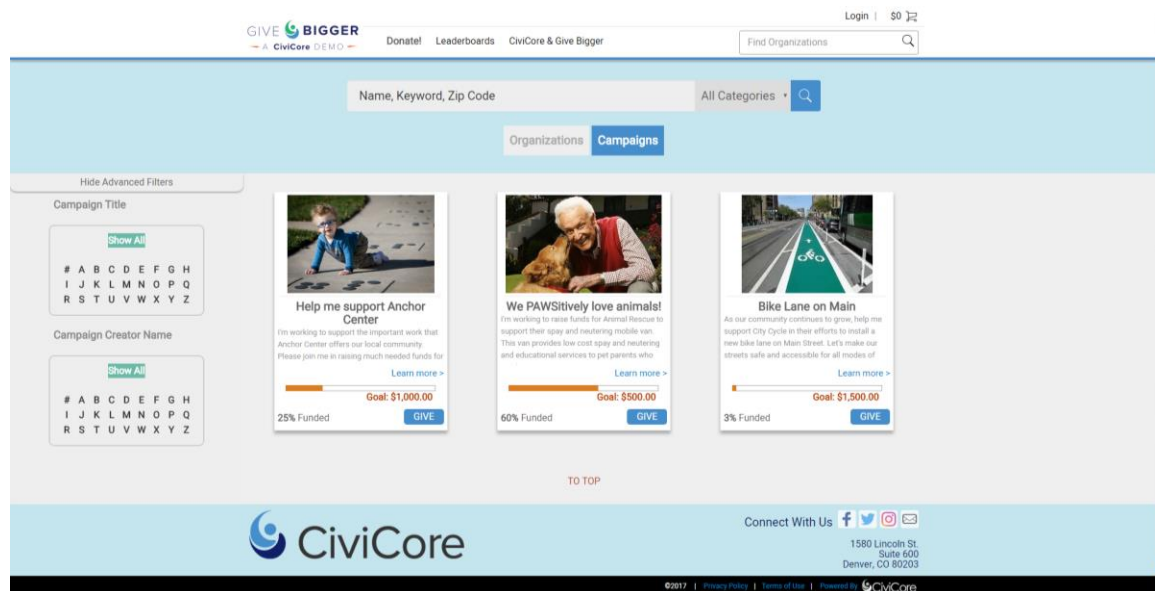


Champion Pages – What Are They?

New! Donors can create their own personal campaigns to raise money for local nonprofits and “champion your cause.”

Donors create a Champion Page with a headline, photo, their personal story of why they support a particular organization and a personal fundraising goal.

Each campaign has its own link for donors to share with their networks.



Champion Pages – Donor Process

Step 1: Go to the nonprofit profile for the organization you would like to fundraise for. Click the **Create a Champion Page** button.

One SC Relief Fund

The One SC Fund is a fundraising effort that helps South Carolinians who are recovering from a disaster, such as Hurricane Matthew and the 2015 Thousand Year Flood.

Share our page on: [f](#) [t](#)

ONE SC RELIEF FUND
CENTRAL CAROLINA Community Foundation

Overview **Programs** Events

Website: <http://onescfund.org>

Matching Method: No Matching Funds Reported

[f](#) [t](#)

More About Us [v](#)

What will we do with money raised on Midlands Gives Day? [v](#)

Champion Pages
[CREATE CHAMPION PAGE >](#)

CENTRAL CAROLINA Community Foundation

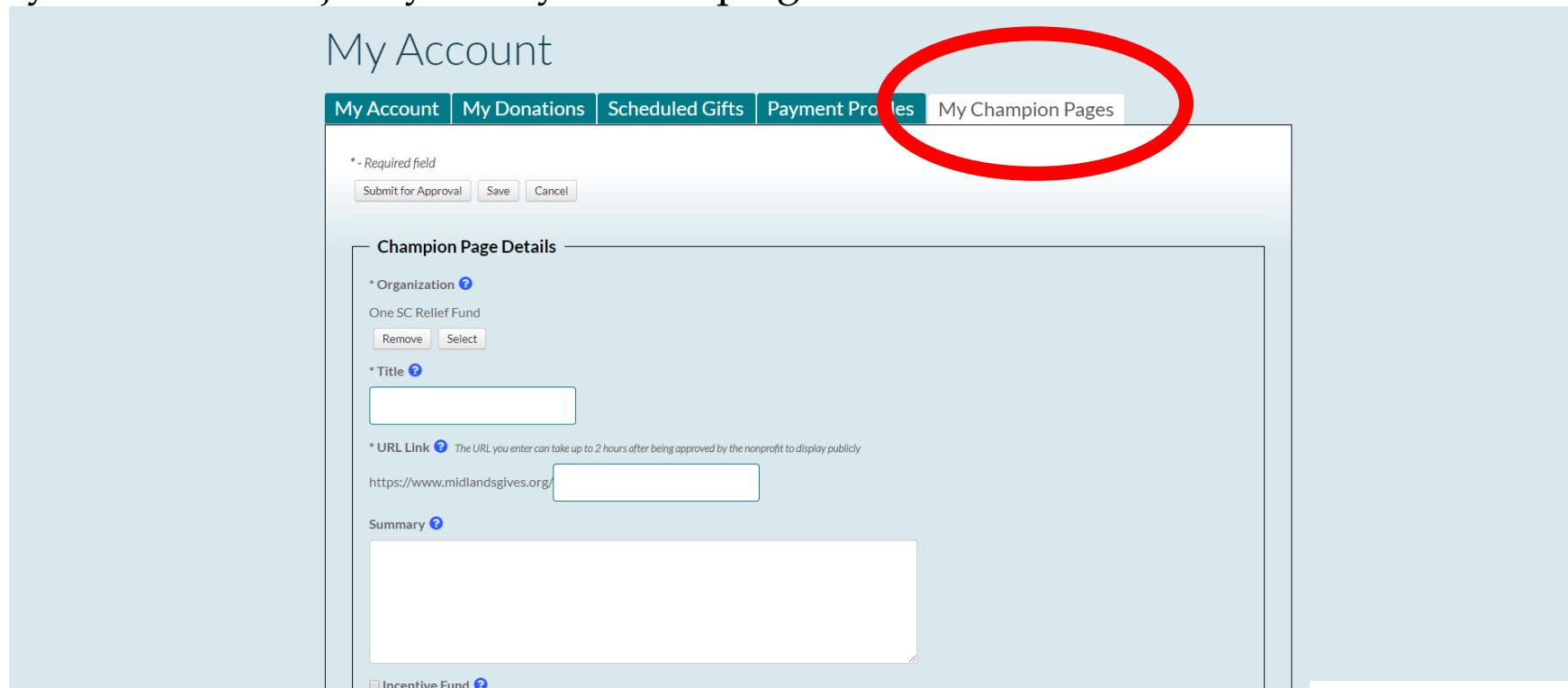
Connect With Us [f](#) [t](#) [i](#)

2711 Middleburg Dr Suite 213, Columbia, SC

Champion Pages – Donor Process

Step 2: You will be asked to create a donor account –it does not take long!
Click on the tab **My Champion Pages** to create each campaign.

Have fun completing your campaign. Remember, your story will inspire your friends to join you in your campaign.



The screenshot shows a web interface for 'My Account'. At the top, there is a navigation bar with five tabs: 'My Account', 'My Donations', 'Scheduled Gifts', 'Payment Profiles', and 'My Champion Pages'. The 'My Champion Pages' tab is highlighted with a red circle. Below the navigation bar, the page title 'My Account' is displayed. Underneath, there is a section titled 'Champion Page Details' with a form. The form includes a 'Submit for Approval' button, a 'Save' button, and a 'Cancel' button. The form fields are: '* Organization' (with a dropdown menu showing 'One SC Relief Fund' and 'Remove'/'Select' buttons), '* Title' (with a text input field), '* URL Link' (with a text input field containing 'https://www.midlandsgives.org/' and a note: 'The URL you enter can take up to 2 hours after being approved by the nonprofit to display publicly'), and 'Summary' (with a large text area). At the bottom of the form, there is a checkbox labeled 'Incentive Fund'.

Champion Pages – Donor Process

Step 2 continued: Donors will be asked for the following information to create their Champion Page:

- Organization you're supporting
- Title of Champion Page
- URL Link
- Summary/Your Story
- Photos/Videos
- Summary of their personal appeal
- Goal (\$)

Step 3: Submit for approval to the nonprofit you're supporting. Once your nonprofit approves, it will show live on the Midlands Gives webpage.

Champion Pages – Nonprofit Process

Step 1: Nonprofits will receive an email when a Champion Page has been submitted for your organization. To review your campaign, login to your profile. Click “Champion Pages”

One SC Relief Fund

Overview Trainings Mixers Donation Information Donation Levels Programs Events Multimedia **Champion Pages** Documents Comments

Campaigns to be Reviewed

Title Goal (\$) Champion Status Campaign Creator Name

-- Show All --

Showing 1 record(s).

Title	Campaign Creator Name	Goal (\$)	Start Date	End Date	Champion Status
Help SC Rebuild	Cherise Arrendale	\$1,000.00	02/06/2018	05/15/2018	Submitted

Active Campaigns

Title Goal (\$) Champion Status Campaign Creator Name

-- Show All --

Showing 0 record(s).

Title	Campaign Creator Name	Goal (\$)	Start Date	End Date	Champion Status
There are no active campaigns for this organization.					

Deactivated & Declined Campaigns

Title Goal (\$) Champion Status Campaign Creator Name

Champion Pages – Nonprofit Process


Step 2: Review the submitted Champion Page information and “Approve” or “Decline” the page. Donors will automatically receive an email letting them know you approved their campaign.

Updated 02/06/2018 by Cherise Arrendale

Champion Page Details

Organization One SC Relief Fund	Donor Arrendale,Cherise
Title Help SC Rebuild	
URL Link https://www.midlandsgives.org/cheriseonesc	
Summary SC still needs help rebuilding. Help by making a donation today.	

Personal Details

Champion Video (URL)	Champion Page Photo 
Personal Appeal Help SC rebuild from natural the 2015 floods	

Campaign Goal

Goal (\$) \$1,000.00	This is for Gives Day Yes
--------------------------------	-------------------------------------

Approve Decline Deactivate Edit Close

Champion Pages – Donation Information

- Donors who set up a Champion page will be able to see donation information for donors who contribute to their campaign through their secure donor account. They will receive the donor's first and last name, email, and amount donated.
- Nonprofits will be able to see which Champion pages their donations came through in their donor data.

Champion Pages – Timeline

February 12 | Donors begin creating Champion Pages

April 17 | Pre-scheduled gifts open; Champion Pages accept donations

April 24 | Last day to create Champion Pages

April 27 | Last day for nonprofits to review/approve Champion Pages

May 1 | Midlands Gives day; donations accepted until 11:59:59 PM

May 15 | Champion pages expire and are taken off website



Final Reminders

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What's Next?

After you have completed the initial registration process and been approved, here are some items for you to begin completing to start preparing for Midlands Gives:

- ☐ Mark your calendar with the key dates listed on the next page.
- ☐ Add midlandsgives@yourfoundation.org to your Safe Sender list so you don't miss important email updates.
- ☐ Join the [Midlands Gives NPO Learning Exchange Facebook Group](#) to connect with your peers and ask your questions about Midlands Gives
- ☐ Continue to update and refine your online profile, double checking for accuracy of information, typos, spelling and grammar mistakes. All edits to your profile must be completed no later than April 2.
- ☐ Training details are available at www.midlandsgives.org/info
- ☐ Inform your board that you are participating in Midlands Gives and begin to engage them in helping you create a strategy.
- ☐ Work on your 8 Week Workplan with your Midlands Gives Team

Midlands Gives Mixers!

Midlands Gives Mixers are NEW events this year intended to help you meet other nonprofits participating in Midlands Gives in your area.

Mixer events are free and optional to attend but **RSVP is required for planning**. You can RSVP under the “Mixer” Tab of your [Midlands Gives Profile](#).

February 15 | Cooperative Ministry, 11:30 AM-1:00 PM - Lunch served

February 19 | Newberry Opera House, 5:00 PM to 6:30 PM - Refreshments served

February 21 | Saluda Shoals Park, 8:00 AM to 9:30 AM - Breakfast served

February 26 | Sumter, North Hope Center, 11:30 AM to 1:00 PM - Lunch served

March 2 | Orangeburg Chamber, 11:00 AM to 12:30 PM – Lunch served

Why Attend?

- Meet other Midlands Gives nonprofits and share ideas/tips with them
 - Connect with your Midlands Gives Mentor
 - Purchase your Midlands Gives T-shirt(s)
- Complete our Mixer Bingo and be entered into a drawing for a \$1,000 Prize!



Mark Your Calendar

Date	Event
Each Tuesday in February	Together SC Webinars
February 15, 2018	Midlands Gives Mixer at Cooperative Ministry (optional)
February 16, 2018	Midlands Gives 101
February 19, 2018	Midlands Gives Mixer at Newberry Opera House (optional)
February 21, 2018	Midlands Gives Mixer at Saluda Shoals Park (optional)
February 26, 2018	Midlands Gives Mixer at Sumter North Hope Center (optional)
March 2, 2018	Midlands Gives Mixer at Orangeburg Chamber (optional)
March 14, 2018	Midlands Gives Logistics Webinar #3 (optional)
April 1, 2018	Event Promotion Begins
April 2, 2018	No more edits to profiles
April 4, 2018	Midlands Gives Logistics Webinar #4 (optional)
April 18, 2018	Scheduled Giving Opens
April 24, 2018	Matching Gift forms due
April 27, 2018	Deadline to approve Champion Pages
May 1, 2018	Midlands Gives Day!



Coming Next Month

Midlands Gives Logistics Webinar #3:

Wednesday, March 14, 12:00 PM

- Midlands Gives Headquarters
- Day of Logistics/Staffing
- Day of Events
- Scheduling Gifts
- How to Give on May 1st
- Leaderboard
- Donor Information



Where to Find...

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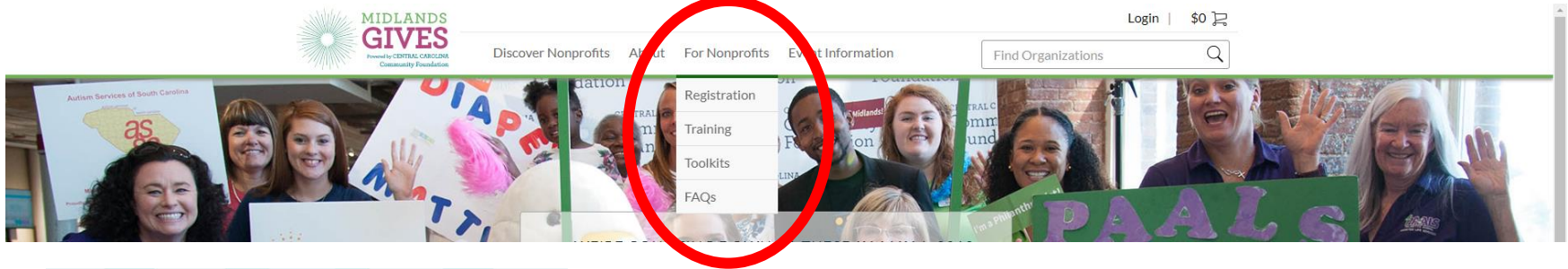
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Additional Resources

www.midlandsgives.org



Midlands Gives Nonprofit Handbook

A guide to help you navigate and prepare for the 2018 event!

4 Easy Steps to Participate!



HELLO NONPROFITS!

Welcome to Midlands Gives 2018 and thank you for your interest in participating! This handbook is designed to give you an overview of the 2018 event and make participating in this 24-hour day of giving easy. We hope you will join us in celebrating philanthropy by participating in this year's Midlands Gives event.



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Table of Contents



REGISTER



PLAN

The Platform & How it Works |
Fees & Costs | Page 11
Check Distribution | Page 11
Tax Receipts | Page 11
Dates to Remember | Page 11
Midlands Gives Minute Emails
Matching Gifts | Page 12
Where to Find Help | Page 12



PROMOTE

Marketing Toolkit | Page 13
Profile Checklist | Page 13



PROMOTE

Share Your Nonprofit's Story

Marketing Support

The Midlands Gives team provides a variety of resources and tools to help you create your Midlands Gives campaign, including marketing materials, sample emails, trainings, and social media posts and graphics. We also provide you with the tools you need to create your own. We do the work for you, allowing you to focus on your mission and making a difference.

Getting the Most Out of Your Profile: Checklist for Success

Get the most out of your profile by following the checklist below. It will help you make the most of your profile and ensure you are taking full advantage of all the features. The checklist below is designed to help you make the most of your profile. It is a checklist of items that you should have in your profile to ensure you are taking full advantage of all the features.

- ☐ Mission Statement (Gives are free)
- ☐ Micro About Us (Gives are free)
- ☐ Testimonials and Reviews (Gives are free)
- ☐ Donation Letter - Make a donation letter. It is a letter that a donor will make an impact.
- ☐ For example: \$25 donation letter for a student (Charitable Leads: free)
- ☐ Information about programs of need by your organization (Programs: free)
- ☐ Events, both virtual and in-person (Midlands Gives: (Promote: free)
- ☐ Photos and videos of your organization (Midlands Gives: free)
- ☐ Did you need a grant? (Midlands Gives: free)
- ☐ Double check that all information is correct.
- ☐ Check the profile for an update and social media page link.
- ☐ Check the profile for an update and social media page link.

Page 13



The fifth annual Midlands Gives event is on Tuesday, May 1, 2018!

What is Midlands Gives?

Midlands Gives is a 24-hour day of giving event that is taking place on Tuesday, May 1, 2018. It is a day of giving where nonprofits can raise money for their mission and make a difference in their community. It is a day of giving where nonprofits can raise money for their mission and make a difference in their community.

Midlands Gives Goals

1. CREATE a community event around giving
2. IMPROVE community capacity
3. BUILD a community event around giving

To learn about the Community Foundation, visit our website at www.yourfoundation.org



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Where Can I Find These Slides?

1. Go to www.midlandsgives.org
2. Click “Toolkits” in top header
3. Look for slides under ‘Training Resources’

*Link to recording will be available in same location and in your CiviCore dashboard under “Resources”

Questions?

Thank you!

For Midlands Gives FAQ's, please visit:

www.midlandsgives.org/info

For additional questions, please join our

[Midlands Gives NPO Learning Exchange on Facebook](#)

or contact:

Nancye Bailey, Midlands Gives Coordinator

midlandsgives@yourfoundation.org

call 803.254.5601 and press #4

