



MIDLANDS GIVES

Powered by CENTRAL CAROLINA
Community Foundation

Nonprofit Board Toolkit 2018



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Introduction

Dear Nonprofit Board Member,

Welcome to your 2018 Midlands Gives toolkit! As a nonprofit board member, you serve our community in a number of important ways. You bring connections, talent, experience, passion, perspective and more to advance a mission that you are passionate about. We invite you to extend these resources even further by assisting your nonprofit with their Midlands Gives campaign.

Hosted by Central Carolina Community Foundation, Midlands Gives is a 24-hour online giving event that brings the region together as one community, raising money and awareness for local nonprofits in 11 Midlands counties. Since the events inception in 2014, Midlands Gives has generated \$5.5 million in gifts for the Midlands community. In 2017, 13,765 gifts totaling \$1,672,118 were given to benefit 337 local nonprofits.

As a board member, your support is essential to your organization's success in Midlands Gives. In 2017, nonprofits who reported their boards were engaged with their campaign raised an average of 19% more than nonprofits who did not have engaged boards. Board members can assist organizations by sharing your networks, talents, and pooling your dollars to inspire others to give. Midlands Gives is a time for the community to unite together as one to celebrate philanthropy and it begins with you. Your leadership and generosity will make your communities stronger as you unite as a board behind your nonprofit's Midlands Gives campaign.

How can you help? We developed this toolkit to help you get started! This toolkit is a starting point to support you as you support your nonprofit organization. Included you will find talking points, sample social media posts, ideas for how you can support your board, and instructions on how to set up a Champion Page. We hope you find it useful in helping you lead your nonprofit organization to success.

We wish you the best with your campaigns and look forward to cheering you on during the May 1st event!

Best Wishes,

The Midlands Gives Team at Central Carolina Community Foundation

Overview of Midlands Gives

What is Midlands Gives?

Midlands Gives is a 24-hour online giving event that brings the region together as one community, raising money and awareness for local nonprofits in 11 Midlands counties. During Midlands Gives, contributions of just \$20 or more are amplified through sponsored prize incentives. Since its inception in 2014, the event has generated \$5.5 million for local nonprofits.

Who is Central Carolina Community Foundation?

Your proud hosts of Midlands Gives! We are a nonprofit organization serving 11 counties in the Midlands of South Carolina by distributing grants and scholarships and linking the resources of donors, nonprofits and area leaders to communities in need. For more information, visit www.yourfoundation.org or call 803.254.5601

When is Midlands Gives?

Midlands Gives will take place online on Tuesday, May 1, 2018 from 12:00 am to 11:59:59 pm, EST. Donors may also schedule a donation beginning April 17th, which will then be processed on May 1st. Please note, scheduled donations do not count towards prize incentives.

How does it work?

Donors visit the online giving platform at MidlandsGives.org to search for profiles of participating nonprofits. They then select organizations to add to their cart and make a minimum donation of \$20 to each organization they selected. Nonprofits have the opportunity to receive additional funds through prizes, matches, and bonus pools. All donations are processed through the website, which allows nonprofits and donors to track the giving on May 1st via the site's leaderboard.

Why is CCCF hosting Midlands Gives?

The aim of the Midlands Gives program is to create a community event around online giving, improve nonprofit capacity, and build awareness of local nonprofits. CCCF does not receive any portion of the donations and, along with our sponsors and partners, covers all costs associated with logistics of Midlands Gives, including website, support staff, advertising, media promotion, training, and prizes. It's our way of giving back.

Why are there fees associated with donations given through Midlands Gives?

As with any credit card transaction, there are typical transaction fees assessed by the credit card companies as well as our platform provider that are required for us to execute the event. The fee is 4.9% (2.1% credit card fee + 2.8% technology fee). Donations made by electronic check are assessed the 2.8% technology fee plus a \$0.30 fee per donation. Donors receive a tax deduction on the full donation amount and can opt to cover the transaction fee.

Where can I find more FAQs? <https://www.midlandsgives.org/about>

Midlands Talking Points

- Hosted by Central Carolina Community Foundation, Midlands Gives is a 24-hour online giving event that brings the region together as one community, raising money and awareness for local nonprofits in 11 Midlands counties.
- The fifth annual Midlands Gives event will take place on Tuesday, May 1, 2018, beginning at 12:00:01 am and ending at 11:59:59 pm at MidlandsGives.org.
- Midlands Gives provides an ideal platform for participating nonprofit organizations to increase awareness, donors and dollars all within one campaign.
- On MidlandsGives.org, donors can search among 300+ nonprofits and donate according to the nonprofit's personal profile page.
- During Midlands Gives, contributions of just \$20 or more are amplified through sponsored prize incentives.
- Track the MidlandsGives.org leaderboard to follow your nonprofits' progress throughout the day! Everyone can be a philanthropist on May 1st! With a donation of \$20 or more, you can help your favorite nonprofit organization achieve its goals.
- In just four years, Midlands Gives has generated \$5.5 million in gifts for the Midlands community. In 2017, almost 14,000 gifts totaling over \$1.6 million were given to benefit more than 330 local nonprofits.

How Can You Help?

You are one of the best mission and brand ambassadors for the nonprofit organization that you serve. An engaged board is essential to a nonprofits success for Midlands Gives. Nonprofits who have higher board engagement typically raise more dollars, gain more new donors, and have a better board and staff alignment. Below are some ideas for how you can help your nonprofit with their Midlands Gives campaign this year.

- Pool your donations together before Midlands Gives day and offer a match for your nonprofit to promote to donors. Matches are one of the biggest motivators for donors to give to an organization. Matches that are reported on Midlands Gives profiles and leaderboard can be dollar for dollar or based on participation (number of gifts received).
- Create a Champion Page and set your own fundraising goal for your nonprofit. Share with family and friends and ask them to help you meet your goal. (See page 8 for more details about this NEW feature).
- Select a prize that you think your nonprofit can win. Assist your nonprofit to develop a campaign around the prize to rally donors to work together to help win the prize. For example, select one Power Hour time period you would like to try for and ask donors to give during that time.
- Assist your nonprofit with making thank you calls to donors on Midlands Gives day or after the event.
- Assist your nonprofit with reminding last year's donors that Midlands Gives is coming up by making personal phone calls before the event or on the day of.
- Spread the word about Midlands Gives and your nonprofit's participation by sending an email to friends and family, sharing on your social media or calling friends and personally asking them for their support. Don't forget to use our hashtag, #MidlandsGives, when you post on social media!
- Assist your nonprofit with planning their social media campaign, developing a strategy, or volunteering at a day-of event.
- Play a game of tag through your social media! Make a gift and tag another person in your social media messaging and ask them to do the same. A common phrase is "I was challenged and I gave! [insert name or names], now I challenge you to support [insert organization] and help [insert cause/impact]."

Sample Social Media Posts

Connect with us

Connect with CCCF on our social media networks to stay informed about Midlands Gives Tweets, posts, and photos. Retweet, share and repost our content to increase engagement on your feed!

Facebook: facebook.com/CentralCarolinaCommunityFoundation

@CentralCarolinaCommunityFoundation to tag

Instagram: instagram.com/cccfpics

@CCCFpics

Twitter: twitter.com/CCCFtweets

@CCCFtweets

Sample Social Media Posts

Before May 1st

- Save the date! #MidlandsGives is on May 1st. Help support **[your nonprofit]** and donate to **[insert nonprofit MidlandsGives.org profile link]**
- My #MidlandsGives Day gift will help **[your nonprofit]** **[accomplish some goal]**. Join me in helping them achieve this goal.
- I support **[your nonprofit]** because **[reason]**. You can support them too by donating to #MidlandsGives on May 1st!

On May 1st

- #MidlandsGives starts now! Help me support **[your nonprofit]**! **[insert direct donation link]**
- When you give to **[your nonprofit]** during #MidlandsGives, you can help them **[achieve some goal]**. Donate today! **[insert direct donation link]**
- **[your nonprofit]** is participating in #MidlandsGives! Show your support and donate now!
- **[your nonprofit]** does **[enter mission]** for our community. I am proud to support them during #MidlandsGives. You can donate too! **[insert direct donation link]**
- Do you have a nonprofit that you are passionate about? I support **[your nonprofit]** because **[some reason]**. Consider donating to them today for #MidlandsGives!

Champion Pages

What are Champion Pages?

Champion Pages are a vehicle for donors to connect their passion and network by creating a personal campaign to raise money on behalf of any nonprofit organization participating in Midlands Gives. Donors can create a custom web page with photos, videos, and a personal appeal. Once the page is set up, they can share it with friends and family.

Champion Pages are a great tool for board members. Each board member can set up their own campaign to share with family and friends. You may even consider having a friendly competition to see who can raise the most funds!

How Do I Set Up A Champion Page?

First, decide which nonprofit you want to support. Go to the nonprofit profile for the organization you select and click **Create a Champion Page**.

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. Fill out your campaign. You will be asked for the following information:

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

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

The last day to create a Champion page is April 24th.

Ideas for using Champion Pages

Champion Pages can help you raise excitement and have more fun with giving day. Here are some ideas:

- Encourage board members to set up a page and see who can meet their goal first.
- Families can engage their kids by having them each pick a favorite charity and challenging themselves to see how big of a difference their family can make.
- Encourage May birthdays to ask for donations instead of presents.
- Announce you'll host a dinner with your famous barbecue recipe {or insert your favorite dish} for all your friends who donate.
- Match your friend's donations up to a certain amount.

Champion Page FAQs

Is there a limit to the amount raised through a Champion Page?

While you have the ability to set any goal you would like, we encourage you to set a goal that is feasible within 24 hours through your network. We recommend goals ranging from \$100 to \$2,000.

When can people begin giving to my Champion Page?

Scheduled giving will open on April 17, 2018. All gifts that are scheduled during this two week time will process on May 1st. Donors will be able to give live on May 1st until 11:59:59 PM.

When will my Champion Page campaign end?

Donations to pages will end on May 1st at 11:59:59 PM. All Champion Pages will expire on May 15th and will be taken off the website at that point.

Will I be notified when someone makes a donation through my Champion Page?

Yes, you will be sent an email that tells you a donation has been made and who made the donation unless they have chosen to give anonymously. You can also find this information in your donor profile. Keep the spirit of generosity going by thanking your donors right away.

How will the donations I raise through a Champion Page get to the nonprofit?

When people donate from a Champion Page, they are donating to the nonprofit you are raising money for and not directly to you. When someone clicks to donate on your Champion Page, they will be directed to the donation page for the designated charity and will complete their donation through the normal checkout process.

As with all other donations, Central Carolina Community Foundation will compile the donations and distribute checks to participating nonprofits after the event.

Can I have more than one Champion Page?

Yes, but we recommend you choose one or two of your favorite nonprofits and focus your efforts on those.

Can I include money not raised online in my Champion Page total?

All donations for Midlands Gives must be given via the online platform. Gifts made via checks and cash can be given directly to nonprofits but will not be counted towards the totals of Midlands Gives.

How can I see who is fundraising for a nonprofit?

All Champion Pages linked to specific nonprofits will be listed on the nonprofit's profile. To see a list of Champion Pages for all organizations, you can select **Champion Pages** button under the Nonprofit search bar.

List of Prizes

Name	Prize Amount	# of Prizes	Description
Aflac Power Hours	\$2,500	12	\$2,500 added to one small budget and one large budget nonprofit that has the most unique donors during the following hours: 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
Nephron Pharmaceuticals Public Official Contest	\$10,000	TBA	To Be Announced
BB&T Milestone Prizes	\$1,000	5	\$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)
First Citizen's Fifth Year Prize	\$5,000	1	\$5,000 awarded to the 5, 555 th gift, celebrating the 5 th year of Midlands Gives.
South State Bank First Gift Prize	\$1,000	2	\$1,000 awarded to one small budget and one large budget nonprofit who receives the first gift of the day in their size category.
Nelson Mullins Last Gift Prize	\$1,000	2	\$1,000 awarded to one small budget and one large budget nonprofit who receives the last gift of the day in their size category.
Southeastern Freight First 50 Gifts Prize	\$1,000	2	\$1,000 awarded to the first small budget and large budget nonprofit to receive 50 gifts.
Recruiting Prize	\$250	2	\$250 awarded to the nonprofit randomly drawn from the returning nonprofits who brought a friend to a Midlands Gives Recruiting Breakfast.
Mixer Prize	\$1,000	1	\$1,000 awarded to the nonprofit randomly drawn from the organizations who completed Midlands Gives Bingo at a Mixer event.

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's prize
- Organizations must have received at least 10 gifts before a prize drawing to be eligible. Exception: Prizes won before May 1st, South State Bank and Nephron
- Prize money does not count toward bonus pool eligibility.
- 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.