

Logistic Webinar #1

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Presenters



Nancye Bailey
*Midlands Gives
Coordinator*



Cherise Arrendale
*Strategic Initiatives &
Communications Manger*

Agenda for Today's Webinar

- Beginning to Plan
- Completing Your Profile
- Training
- Media Policy
- Prizes
- Matches
- Where to Get Help
- Q&A

Beginning to Plan

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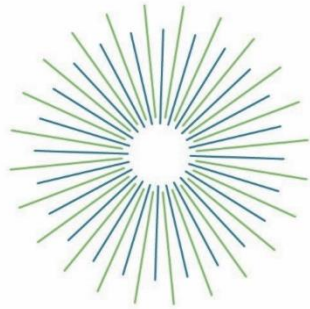
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You've Registered! Now What?



Hosted By



CENTRAL CAROLINA
**Community
Foundation**

A nonprofit organization that links charitable people and businesses with areas of needs in 11 counties across the Midlands of South Carolina.

www.yourfoundation.org



Why do we host Midlands Gives?

- 1. Create a community event around giving online**
- 2. Improve nonprofit capacity**
- 3. Build awareness of local nonprofits**



The Details

- Tuesday, May 7, 2019 – 6:00 AM to Midnight
- Online donations at www.midlandsgives.org
- Minimum donation of \$20
- Prizes, matches, and bonus pools make gifts go further!



Headquarters



Nonprofit Responsibilities

- ☐ Read and sign the participation agreement
- ☐ Create a Midlands Gives profile
- ☐ Complete all training requirements
- ☐ Maintain an up to date website and social media page throughout the campaign
- ☐ Maintain valid email for primary contact throughout the entire campaign
- ☐ 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 7 event
- ☐ Thank your donors before, during, and after the event



What Does It Cost?

- **Central Carolina Community Foundation underwrites the following:**
 - Giving day software and all support staff
 - Midlands Gives Training
 - Prizes
 - Overall Marketing/PR Campaign**Note, CCCF does not make any money from this event*
- **Nonprofits are responsible for:**
 - Credit Card Fees (2.1%)*
 - Technology Fee (2.8%)*
 - Staff Time
 - Promotion Costs

*Fees deducted from the total raised by the nonprofit before the grant check is issued.

**Donors can opt to cover the transaction fee (Credit Card + Technology) when they are checking out. In 2018, 71% of all donations had the fee covered.

Completing Your Profile

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Registration Reminders

If your CiviCore profile status is:

- **APPROVED:** You are all set! If you are a new nonprofit, you still need to complete your training requirement.
- **OPTED IN, PROFILE EDITS REQUIRED OR ORGANIZATION FILLING OUR PROFILE:** You need to fill out the required fields of your profile and click on *Submit for Approval*.
- **AWAITING REVIEW:** Your registration and/or updates have been submitted and are waiting on us to review. We are working through these as quickly as possible
- **ORGANIZATION REVIEWED, UPDATES REQUIRED:** You need to provide us with additional information, which will be noted in the comments tab. If you have already made updates and this is still your status, you failed to click on *Submit for Approval*. Once you have clicked on that your status will change to *Awaiting Review*.

CiviCore Dashboard

Your organization's command center for the event!



OVERVIEW | edit your nonprofit information

TRAININGS | sign up for training events

DONATION INFO | track your donations in real time on May 7th

DONATION LEVELS | set donation levels to share impact of a specific donation amount

PROGRAMS | add details about specific initiatives or programs

EVENTS | share event details throughout the entire year

MULTIMEDIA | add photos + videos

DOCUMENTS | upload matching form or financial documents if requested by MG Team

COMMENTS | If you need to add something to your profile, we'll let you know here



Tell Your Story

Add the following to your profile:

- Mission Statement
- What will your organization do with the money raised through Midlands Gives?
- More About Us | Share more details about your work
- Testimonials/Stories | Let others talk about your work
- Photos + Videos!!
 - TIP: Use Canva.com for easy photo editing or to add text on top of photos

When writing your page and choosing photos and videos, consider:

- What has motivated people to give in the past?
- What will resonate with the audience you want to reach?
- What keywords will people search to find our organization?

Remember: Profile edits must be completed by May 3, 2019



Attending Training

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Training Requirements

New Nonprofits:

Attend ONE Midlands Gives 101 Session

Returning Nonprofits:

There are no training requirements for returning nonprofits

Midlands Gives 101 Sessions

Participants will learn the basics of Midlands Gives, get started on creating their Midlands Gives strategy, and learn tips from previous successful Midlands Gives campaigns.

In-Person Sessions

February 6	9:00am-11:00am	LRADAC
February 12	9:00am-11:00am	Sumter County Museum
February 20	2:00pm-4:00pm	LRADAC



Optional Training Opportunities

Logistic Webinars: These monthly webinars will give you the nitty gritty details you need to know to stay on track preparing for Midlands Gives. All webinars will be recorded and are optional to attend.

February 5, March 5, April 9 | 12:00 PM

Maximize Your Digital Presence for Midlands Gives and Beyond

February 13 | 11:30 AM to 1:00 PM | Webinar led by Amanda Loveday and Jean Cecil Frick with NP Strategy

Sign-up for training through your Midlands Gives profile, under the “Trainings Tab.”



Media Policy

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Media Policy

Please do NOT:

- Contact media on your own to arrange interview about the event
- Submit your own press release about the event

Media Policy

Please DO:

- Mention Midlands Gives in any interviews or press releases promoting your other programs or events. Midlands Gives should not be the focus of these items but your participation can be mentioned
- Contact the Foundation if you are contacted by a member of the media for an interview.
- Introduce any media contacts you are close with to the Foundation so we can ensure they know about Midlands Gives
- Make plans to attend headquarters (Segra Park) on May 7th to cheer during television broadcasts.
- Fill out the Interview Interest form located on the Toolkits Page

Interview Opportunities

If you are interested in participating in Midlands Gives interviews, please take advantage of these opportunities.

1. Fill out the Midlands Gives Interview Interest Form by April 1st. This form is found under 'Toolkits' on www.midlandsgives.org.
2. Make plans to attend headquarters on May 7th to cheer during television broadcasts.

Note: We cannot guarantee any interviews with the media.

Prizes

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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 7 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.

Prize Rules

- Prizes are awarded to the nonprofit, not the donor
- Organizations may not win more than one prize
 - *Exception: Prizes won before May 7 and Nephron Mayor's Challenge Prize*
- Organizations must have received at least 10 gifts before a prize drawing is eligible. *Exception: Prizes won before May 7th and Nephron Mayor's Challenge 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

4:00 PM to 4:59 PM

6:00 PM to 6:59 PM

11:00 PM to 11:59 PM

of Prizes: 12 x \$2,500



Nephron Mayors Challenge

Encourage your local Mayors to participate!

11:45 AM contest at Segra Park

\$250 added to a nonprofit selected by a Mayor who successfully pitches a baseball into the target during the May 7th contest.

A total of 20 prizes are available, totaling \$5,000

Mayors can register to participate through April 30th by emailing cherise@yourfoundation.org



Nephron Champion Page Challenge

Five \$1,000 prizes awarded to five randomly drawn nonprofits who have a Champion Page that has at least \$100 in donations by 8 PM on May 7.

of Prizes: 5 x \$1,000



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

Long's Drugs Matching Fund Prize

\$1000 awarded to one small budget and one large budget nonprofit randomly drawn from nonprofits who meet or exceed their match by 10:30 PM.



of Prizes: 2 x \$1,000

Schmoyer and Company

Founding Year Prize

\$1000 awarded to the nonprofit that receives the 1,984 gift in honor of the year Central Carolina Community Foundation was established.



Schmoyer and Company, LLC

CERTIFIED PUBLIC ACCOUNTANTS

of Prizes: 1 x \$1,000



Matches

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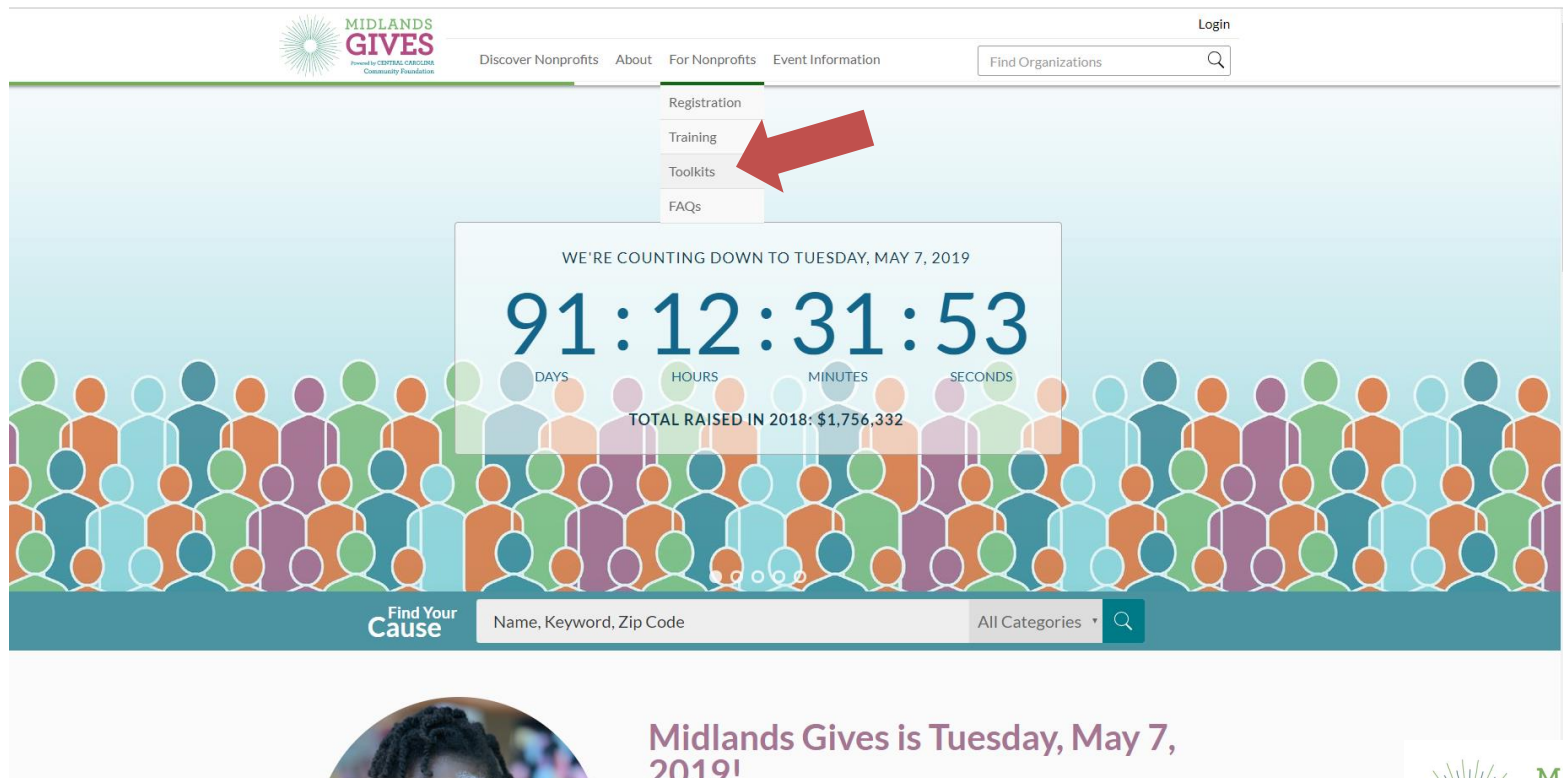


Match Guidelines

- 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.
- Match criteria must be dollar for dollar matches.
- 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.

2019 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 7th!

THE MATCHING FUNDS FORM MUST BE SUBMITTED BY MAY 3, 2019

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. All match funds will be a dollar for dollar (1:1) match. For example, a group of donors will match all Midlands Gives day donations to your nonprofit up to \$10,000.
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: _____

DOLLAR FOR DOLLAR MATCH ON ALL DONATIONS UP TO \$ _____
(If your match is from multiple donors, please list your **total** match amount you would like listed on your profile, not the individual amounts.)

IF MATCH CRITERIA IS NOT MET, FUNDS WILL BE:

____ Kept by the organization ____ Returned to the donor(s)

Please list donors' names and contact information.

Donors' 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. 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 MAY 3

The screenshot shows the 'One SC Relief Fund' dashboard. The top navigation bar includes 'DASHBOARD', 'ORGANIZATIONS', and 'RESOURCES'. Below this, the 'Documents' tab is selected. The form fields for 'Document Name', 'Document Type' (set to 'Match Fund Agreement'), and 'Document Year' (set to 'Equal') are visible. A table below shows 'Showing 0 record(s)'. A red arrow points to the 'Add another document' button.

Document Name	Document Type	Document Year	Upload Date
Showing 0 record(s).			

Report Your Match

Once approved by the Community Foundation, these funds will be promoted on your organization's Midlands Gives profile and the leaderboard. An email will be sent to you upon approval.



Where to Find...

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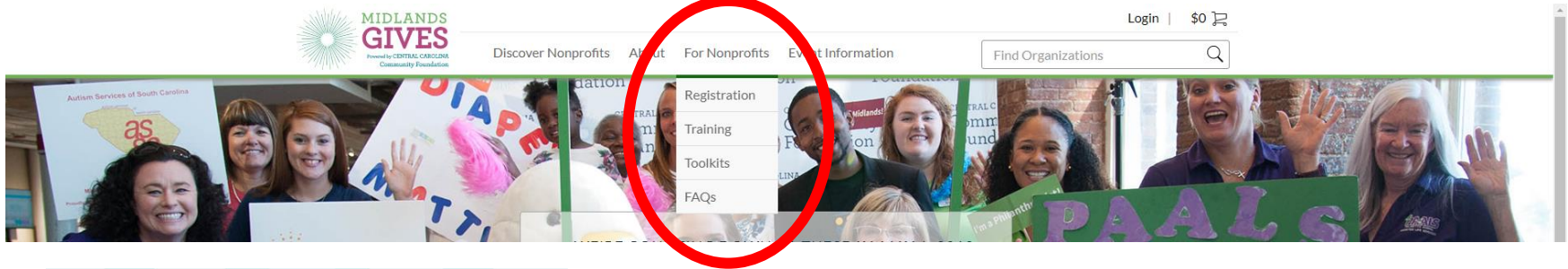
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Additional Resources

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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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 to share your story. We do the work for you, allowing you to focus on creating a successful campaign.

The 2018 Toolkit will be posted at www.midlandsgives.org under the 2018 KIT page by the end of January 27, 2018.

- Getting the Most Out of Your Profile: Checklist for Success
- Get Out and About for a week-long party to help you make the most of your profile and encourage you to take full advantage of all the features. The list below helps to make sure you have checked all the important features. If you have, we have included the best of your profile where you can enter on the internet.
- ☐ Mission Statement (Gives are free)
- ☐ Micro About Us (Gives are free)
- ☐ Testimonials and Stories (Gives are free)
- ☐ Donation Letter - Make a donation letter. It shows how a donation will make an impact.
- For example: \$25 donation letter for a student (Charitable Levels: free)
- ☐ Information about programs of need by your organization (Programs: free)
- ☐ Events, both virtual and in-person at Midlands Gives (Promote: free)
- ☐ Photos and videos of your organization (Midlands: free)
- ☐ Did you need a grant that was done well to understand?
- ☐ Daily check that a 1 information is correct
- ☐ Check the, especially on mobile and social media pages
- ☐ Check the, especially on mobile and social media pages

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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 brings the region together to raise money, create jobs, and support the community. It's a day of giving that's free for everyone to participate in. It's a day of giving that's free for everyone to participate in.

Midlands Gives Goals

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

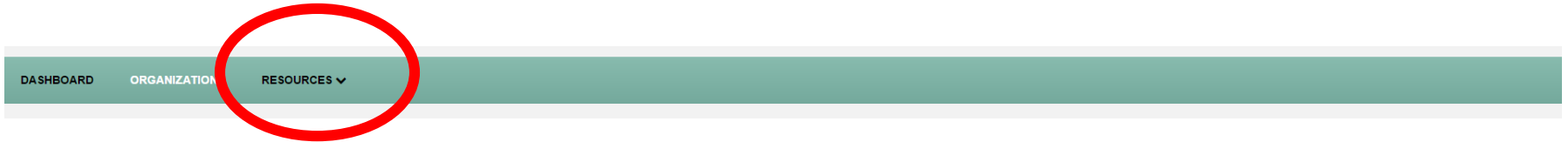
To learn about the Community Foundation, visit our website at www.yourfoundation.org



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Additional Resources

www.midlandsgives.org



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 your profile under “Resources”

Coming Next Month

Midlands Gives Logistics Webinar #2:

Tuesday, March 5, 12:00 PM

- Champion Pages
- Additional Prizes
- Marketing Toolkit
- Midlands Gives Headquarters
- Day of Logistics/Staffing
- Scheduling Gifts
- Donor Information



Mark Your Calendar

<u>Date</u>	<u>Event</u>
February 6, 2019	Midlands Gives 101 Session
February 12, 2019	Midlands Gives 101 Session - Sumter
February 13, 2019	NP Strategies Webinar: Maximize Your Digital Presence for Midlands Gives and Beyond
February 20, 2019	Midlands Gives 101 Session
March 5, 2019	Midlands Gives Logistics Webinar #2 (optional)
April 1, 2019	Event Promotion Begins
April 1, 2019	Champion Pages Open
April 9, 2019	Midlands Gives Logistics Webinar #3 (optional)
April 23, 2019	Scheduled Giving Opens
May 3, 2019	Matching Gift forms due, last day to make changes to profile
May 5, 2019	Last day donors can create champion pages
May 6, 2019	Champion pages approved by nonprofits
May 7, 2019	Midlands Gives Day!



Questions?

[Overview](#) [Trainings](#) [Donation Information](#) [Donation Levels](#) [Programs](#) [Events](#) [Multimedia](#) [Documents](#) [Comments](#)

Follow these steps to make sure your organization is moving through the approval process:

1. Review your profile
2. Click on the **EDIT** button to make updates or changes
3. **SUBMIT** your changes for approval
4. Sign the participation agreement
5. Sign up for training
6. Review your checklist to see what you are missing
7. Carefully read all emails from Midlands Gives for information on items we may need from you to complete the approval process.

QUESTIONS? Email midlandsgives@yourfoundation.org

Profile Status

Opted In, Profile Edits Required

Organization Reviewed, Further Action Needed

Inactivate

Edit My Profile

Users

Add a new user for this organization

First Name	Last Name	Email	Receive Donation Confirmation Emails
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Participation Checklist

This checklist includes all the items that must be completed for participation in Midlands Gives. The Midlands Gives Team will update this section as you complete your requirements.

Updated 09/24/2018 by Alex Bieling

Help

Questions?

Thank you!

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

