



# Informational Webinar for Interested Nonprofits

**EVERYONE**  
can be a philanthropist



MIDLANDS  
**GIVES**

Powered by CENTRAL CAROLINA  
Community Foundation

[midlandsgives.org](http://midlandsgives.org)

# Presenters

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Nancye Bailey  
*Midlands Gives*  
*Coordinator*



Cherise Arrendale  
*Strategic Initiatives &*  
*Communications Manger*

# Agenda

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- The Basics
- Eligibility and Requirements
- Benefits of Participation
- Costs/Resources
- How to Register
- Q&A

# The Basics

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# WHO?

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## Who is Central Carolina Community Foundation?

The Foundation is the Midlands expert on philanthropy. We are a nonprofit organization that links charitable people and businesses with areas of need in our community.



# WHAT?

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## What is Midlands Gives?

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.



# WHEN?

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## When is Midlands Gives?

Tuesday, May 1, 2018, beginning at 12:00:01 am and ending at 11:59:59 pm.



# WHERE?

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## Where is Midlands Gives?

The event is online at the [www.midlandsgives.org](http://www.midlandsgives.org) website.





# WHY?

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## **Why should my nonprofit organization participate in Midlands Gives?**

Midlands Gives is an opportunity for your organization to increase awareness, donors and dollars.



# HOW?

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## **How can my nonprofit organization participate in Midlands Gives?**

If your organization meets the eligibility requirements, you can sign up today at [www.MidlandsGives.org](http://www.MidlandsGives.org).



# Impact Through The Years

Year	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>
\$ raised	\$704,932	\$1,543,024	\$1,603,647	\$1,672,118
# nonprofits participating	151	252	382	337
# donors	3,747	7,849	7,604	7,463
# gifts	5,186	11,372	12,560	13,765
Average gift	\$102	\$146	\$127	\$89
% donors "new"	22%	43%	41%	46%

***\$5,523,721 Raised for Local Nonprofits Since  
2014!***

# More Highlights...



- #MidlandsGives trended on Twitter locally all day
- Live broadcasts all day by local television stations, reaching 2,984,212 viewers
- Midlands Gives incentives totaled \$368,320, including \$245,070 in additional matching dollars raised by nonprofits
- \$163,889 in scheduled donations before May 2<sup>nd</sup> event
- Nonprofits reported 68% had boards engaged in their Midlands Gives campaigns

# Participation Requirements

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# Are You Eligible?

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To be eligible to participate in Midlands Gives 2018, a nonprofit must:

- Be a 501(c)3 in good standing
- Have an office in one of the following South Carolina counties: Calhoun, Clarendon, Fairfield, Kershaw, Lee, Lexington, Newberry, Orangeburg, Richland, Saluda or Sumter
- Have a minimum of 1 full year of financial history as a 501(c)3 nonprofit organization



# Participation Requirements

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To participate in Midlands Gives 2018, a nonprofit must:

- Create a Midlands Gives Profile
- Have an account with GuideStar
- 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
- Provide fiscal information, including a 990 or 990N and, if applicable, a letter from your fiscal agent
- Read and sign the Participation Agreement



# Training Requirements

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## *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





# Midlands Gives 101 Sessions

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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*

January 24	9:00am-11:00am	Heathwood Hall
January 31	2:00pm-4:00pm	LRADAC

## *In Partnership with:*



# Together SC Webinars

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**Together SC**  
ALLIES FOR GOOD

TUESDAY, FEBRUARY 6 | NOON

**Social Media For Beginners: Never Fear Help Is Here**  
Presented by John Haydon, Digital Marketing Expert

Designed for organizations with nonprofit staff and volunteers who are still exploring the benefits of social media and have very limited experience with the basic platforms, this introductory training is designed to establish comfort with Facebook and Instagram and provide participants with the basic tools they will need to support online giving.

TUESDAY, FEBRUARY 13 | NOON

**Social Media for Intermediates: Get More Mileage From Your Social Media Strategy**  
Presented by John Haydon, Digital Marketing Expert

Designed for organizations with social media experience that would like to expand their reach and effectiveness. The focus of this session will be on assessing audience engagement and content delivery. John will provide insights on how to access analytics, how to interpret the wealth of data available and how to adopt more effective social media strategies based on this information.

TUESDAY, FEBRUARY 20 | NOON

**What's New: Latest And Greatest Online Fundraising Tools**  
Presented by John Haydon, Digital Marketing Expert

The online world changes on daily basis. How can you possibly keep up with these advances when you have so many other responsibilities? Attend this insightful session for an update on new and effective tools that will benefit your organization. Learn the basics for each and walkaway with tips for implementation.

TUESDAY, FEBRUARY 27 | NOON

**Storytelling: Tell Stories That Matter To Your Donors**  
Presented by Marc Pitman, The Fundraising Coach

Whether you are nurturing relationships with existing donors or you are trying to attract new donors to support your cause, the stories you tell will make all the difference. Learn about the power of storytelling and how you can create a storytelling culture for your organization that will enhance your fundraising efforts and build donor loyalty.



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# Optional Training Opportunities

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**Midlands Gives Mixers:** Meet your Midlands Gives Mentor and connect with other fellow participating nonprofits to connect and swap ideas before giving day.

Dates/Locations TBD

**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.

January 10      February 7      March 7      April 4

**Mentorship Program:** New nonprofits or nonprofits looking to increase their game can opt-in to be paired with a mentor, who are volunteers from returning nonprofits.

**Nonprofits will sign-up for training through their Midlands Gives profile, under the “Trainings Tab.”**



# Benefits of Participation

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[midlandsgives.org](http://midlandsgives.org)



# Why Should You Participate?

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*An extensive, cost-effective outreach campaign*

- 1) **Fundraising Results:** Nonprofits that participated in 2017 raised an average of \$3,673 during Midlands Gives
- 2) **Donor Acquisition:** 46% of donors who gave in 2017 were first time givers to that organization
- 3) **Training:** Participating nonprofits receive hundreds of dollars worth of social media and fundraising training for FREE!
- 4) **Community-Wide Celebration:** Midlands Gives celebrates YOU and lifts up giving by uniting the community to support local nonprofits



# How Much Can You Raise?

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**Average amount raised in 2017 was \$ 3,673**

\*This includes donations, prizes (if awarded), bonus pool money (if awarded), and matching funds (if applicable)

**Donor Acquisition:** Nonprofits receive contact information for all donors who give to them on May 1

**Increased Awareness:** Collective efforts of the community increases awareness for all participating organizations through a media all play, power of social media, and word of mouth.



# Additional Funds

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*In 2017, Midlands Gives incentives totaled \$368,320\**

**Prizes:** The Foundation's Corporate Philanthropy Champions sponsors a variety of prizes each year that are awarded to nonprofits

Examples: Power Hours, Social Media Challenges, First 100

**Matching Funds:** Participating organizations can secure their own matching funds for Midlands Gives

- In 2017, \$245,070 in matching dollars was raised by nonprofits
- Possible matching dollar sources: Your board, local businesses, dedicated donors, staff

**Bonus pools:** Additional funds offered by the Foundation's partners for the benefit of organizations in specific geographic regions.

*\*Includes prizes, bonus pools and matching funds*



# Costs/Resources

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# What Does It Cost?

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- **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 (average 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 2017, 75.62% of all donations had the fee covered, resulting in \$38,746.84 in additional donations to participating nonprofits.



# Time Commitment

The average time nonprofits spend on their campaigns are 30 to 50 hours with the following estimated breakdown:

- Registration and Profile Development 2 hours
- Training 3-6 hours
- Promotion of Campaign 8-10 hours
- Day of Management 28 hours

The more you put into it, the more you get out of it!



# Resources Needed

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- **Nonprofits will need to have access to the following resources:**
  - Your Midlands Gives profile/account at CiviCore
  - A working knowledge of computers and basic software (Word, Excel, PDF)
  - The ability/knowledge to upload photos and videos to your website, profile and social media accounts
  - A working knowledge of your organization's social media accounts
  - Staff, board and volunteers to assist with promotion of your campaign and day of management
  - Ability to communicate with donors via email including a working database
  - A goal for your campaign (internal)
  - A campaign strategy

# How We Will Help You

- Support through emails and phones
- Nonprofit Toolkit
- 8-Week Workplan Template
- Midlands Gives 101 Training focused on creating a strategy
- Day-of support



# NPO Participation Process

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# How To Register

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# How to Register – NEW NPOs

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## Step 1: Fill Out The APPLICATION

Go to [www.midlandsgives.org](http://www.midlandsgives.org) and select “Register Now” on the homepage

Midlands Gives brings the region together as one community, raising money and awareness for Midlands nonprofits during the 24-hour online giving challenge. During Midlands Gives, everyone has the opportunity to be a philanthropist as contributions of just \$20 or more are amplified through sponsored prize incentives.



Midlands Gives 2017 from Cinema Couture on Vimeo.

Hey, Midlands Nonprofits!

Want to be a part of Midlands Gives 2018? Registration is now open and will close on December 19, 2017.

REGISTER NOW

LEARN MORE

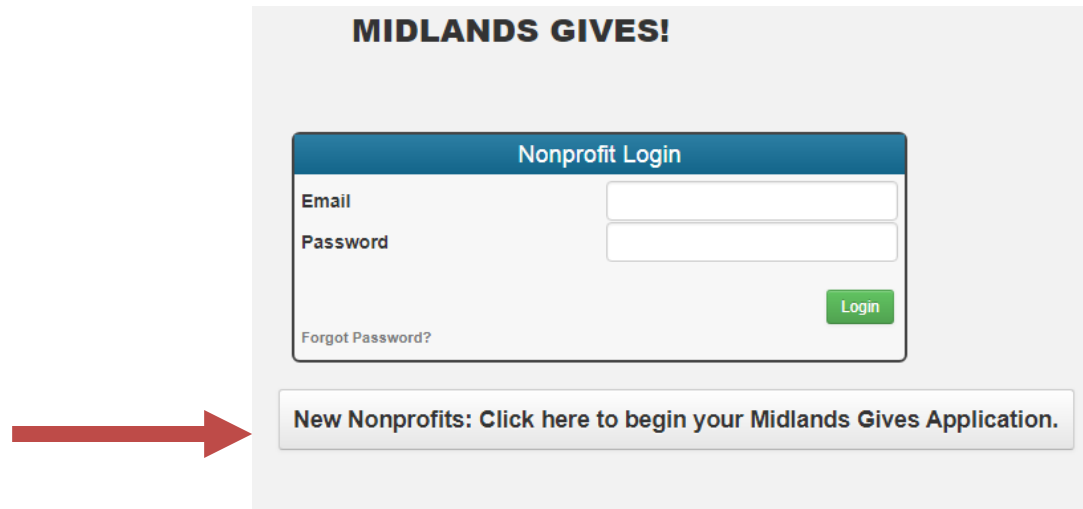


# How to Register – First Time NPOs

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## Step 1: Fill Out The APPLICATION

Click the button that reads “Click here to begin your Midlands Gives Application”



The screenshot shows the 'MIDLANDS GIVES!' header at the top. Below it is a 'Nonprofit Login' box containing fields for 'Email' and 'Password', a 'Forgot Password?' link, and a green 'Login' button. Below the login box is a link that says 'New Nonprofits: Click here to begin your Midlands Gives Application.' A red arrow points to this link from the left.

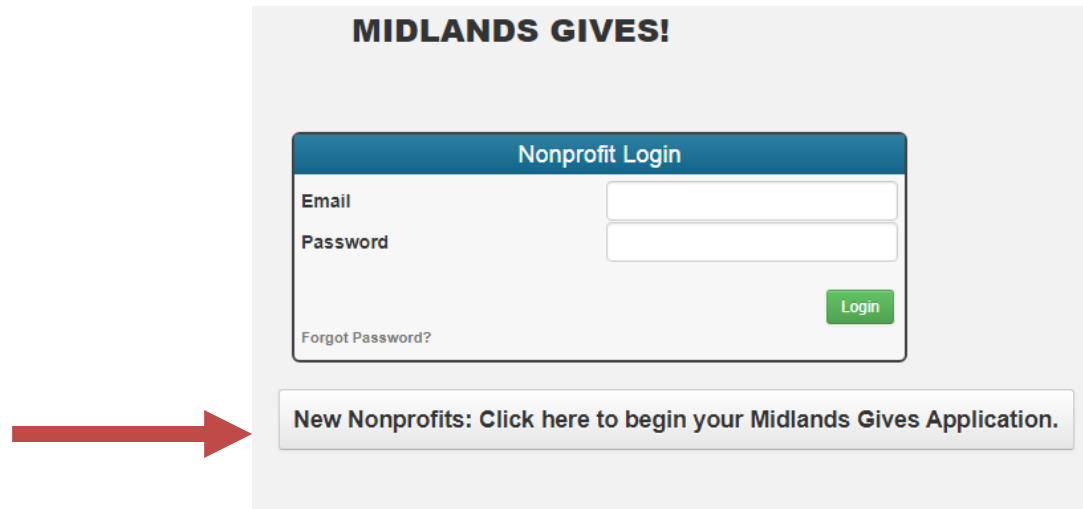


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# Approval Process-Part One

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Once you have submitted your application, Midlands Gives staff will review and verify your organizations information. *Please allow at least two weeks for Midlands Gives staff to review before inquiring about your status.*

When we have validated your information, you will receive a follow up email to move forward with the next phase of your registration- completing your nonprofit profile!



# How to Register – NEW NPOs

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## Step 2: Complete your PROFILE

Once your application is approved, you will be sent an email with instructions on how to access your profile.

- 1) Complete your profile in its entirety. Required items are marked with an asterisk(\*).
- 2) Read the Midlands Gives Participation Agreement and “sign” by typing your name into the box

*Note: This participation agreement includes importation information about participating in Midlands Gives. Please read the document in its entirety before signing.*

### Acknowledgements and Disclaimers

Click here to download and read through the [Participation Agreement](#).

**\* By signing below, I agree to all terms in the above Participation Agreement**

# How to Register – NEW NPOs

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## Step 3: SUBMIT your profile

- 1) Once you have completed all required fields of your PROFILE, you must click SUBMIT FOR APPROVAL to complete Step Three.
- 2) If you are not ready to submit, enter place holders in the required fields and save your changes. The Midlands Gives Team will not review your profile until you SUBMIT.



The screenshot shows a web form section titled "Participation Agreement" in green text. Below the title, there is a link: "Click here to download and read through the [Participation Agreement](#)." followed by a line of text: "\* By signing below, I agree to all terms in the above Participation Agreement". Below this text is an empty rectangular input box. At the bottom of the form section, there are three buttons: a green button labeled "Submit for Approval", a grey button labeled "Save Changes", and a grey button labeled "Cancel".

*You will receive an automatically generated email when your organization is approved. If your organization is ineligible or more information is needed, you will be notified by email.*

# How to Register – RETURNING NPOs

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- 1) Sign into your Midlands Gives Profile.
- 2) Click “Edit Profile” and update your information
- 3) Sign the Participation Agreement
- 4) Submit for Approval



The screenshot shows a web form titled "Participation Agreement" in green text. Below the title, there is a link: "Click here to download and read through the [Participation Agreement](#)." followed by a disclaimer: "\* By signing below, I agree to all terms in the above Participation Agreement". Below the text is a rectangular input box for a signature. At the bottom of the form, there are three buttons: "Submit for Approval" (green), "Save Changes" (grey), and "Cancel" (grey).

# Registration Deadline: December 19, 2017



# Additional Resources

Midlands Gives Handbook: Found at [www.midlandsgives.org/info](http://www.midlandsgives.org/info)



## Midlands Gives Nonprofit Handbook

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

### 4 Easy Steps to Participate!

1  
REGISTER

2  
LEARN

3  
PLAN

4  
PROMOTE

**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, trackable social media sample posts and more! We need to create your own. 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](http://www.midlandsgives.org) under the "TOOLKIT" page by the end of January 27, 2018.

**Getting the Most Out of Your Profile: Checklist for Success**

Get CRED and SUPER for making your profile the best it can be! Midlands Gives profiles are so good to help your nonprofit's story and encourage you to take full advantage of all the features. The following checklist helps make sure you have checked all the important features. If you have them, we have included the number of your PROFILE where you can enter the information.

- ☐ Mission Statement (Gives are Tab)
- ☐ Micro About Us Section (Gives are Tab)
- ☐ Testimonials and Quotes (Gives are Tab)
- ☐ Donation Boxes - Make a donation! Don't let anyone else's donation will make an impact.
- For example: 825-255-1234 for a sample (Gives are Tab)
- ☐ Information about programs or services your organization (Programs Tab)
- ☐ Events, both virtual and in-person at Midlands Gives (Promote Tab)
- ☐ Photos and videos of your organization (Midlands Gives Tab)
- ☐ Did you need anyone that your donors would not understand?
- ☐ Double check that all information is correct.
- ☐ Check the profile for an update and social media page links.
- ☐ Check the profile, website, and general website.

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**MIDLANDS GIVES**  
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 local businesses. It's a day of giving that's all about the community.

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**Who is Central Carolina Community Foundation?**

The Central Carolina Community Foundation is a nonprofit organization that serves the Central Carolina region. It's a day of giving that's all about the community.

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**Midlands Gives Goals**

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

To learn about the Community Foundation, visit our website at [www.yourfoundation.org](http://www.yourfoundation.org)



# Mark Your Calendar

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September 25, 2017	Nonprofit Registration Opens
December 19, 2017	Nonprofit Registration Closes
January 24, 2018	Midlands Gives 101 Session
January 31, 2018	Midlands Gives 101 Session
January 10, 2018	Midlands Gives Logistics Webinar #1 ( <i>optional</i> )
February 7, 2018	Midlands Gives Logistics Webinar #2 ( <i>optional</i> )
March 14, 2018	Midlands Gives Logistics Webinar #3 ( <i>optional</i> )
April 1, 2018	Event Promotion Begins
April 4, 2018	Midlands Gives Logistics Webinar #4 ( <i>optional</i> )
April 18, 2018	Scheduled Giving Opens
<b>May 1, 2018</b>	<b>Midlands Gives Day!</b>

Don't forget! Visit the [Nonprofit Resources Page](#) to find all the resources, documents, and information you need to have a successful Midlands Gives campaign.





# Questions?

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**Thank you!**

*For Midlands Gives FAQ's, please visit: <https://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](mailto:midlandsgives@yourfoundation.org)  
call 803.254.5601 and press #4

