



A Giving Destination is an event held by a participating *Give Where You Live* organization in order to invite donors to experience *Give Where You Live* on a more personal level and build excitement in the community.

Hosting a Giving Destination on December 6 brings the community out to learn more about your nonprofit and provides your donors with a place to make donations. An event of any size or type invites the public to join you in watching the community's generosity grow and grow!

- 1) **Should you host a Giving Destination?** What is the purpose of your event? Is your goal to fundraise? Or do you also want to gain publicity?
 - Are you fundraising for a specific project or for ongoing support?
 - What are your goals? How will this event help you reach those goals?
 - Do you need to educate the community about your cause or facility needs?
 - Would you like to thank your long-time donors or look for new donors?

Note: The Kearney Area Community Foundation will provide ideas for Giving Destinations upon request. Please email laurel@kearneyfoundation.org for a list of ideas.

- 2) **Add your event on your nonprofit's page.**

Our platform allows for nonprofits to add events to their page. Go to [Build your Nonprofit's Page](#) for instructions on adding events.

- 3) **Focus on your budget.** The budget will help you determine if you can accomplish your goal/purpose.
 - Begin by identifying your fundraising goal for the event. What is the dollar amount that will make this particular event a success for your organization and worth all of the work?
 - Determine all items that have costs. You should include absolutely everything you will need. For example: facility rental, graphic design, food, printing, advertising, etc. Do your homework up front to avoid surprises!
 - Note which items have up-front costs and make sure you have the money to cover them.
 - Identify all sources of income for your event. Remember to consider cash donations and sponsorships as well as any in-kind gifts you may receive.
 - Compare your estimated income and expenses. Can you reach your fundraising goal?
- 4) **Create a Giving Destination that is fun and interesting!** Give donors a reason to come out and see you and learn about your organization on December 6!
 - Do you love to cook? Host your event during mealtime to fill tummies and invite conversation.
 - Are you looking for donors who are fans of the arts? Invite them for a short performance! Think about partnering with other organizations to give a night of music or theater.
 - Looking to make a big splash? Think outside the box and get crazy!

- 5) **Location, location, location.** Where will you hold your event?
- The venue helps get people excited about your fundraiser.
 - Is your office big enough to accommodate traffic during the day?
 - Are you fundraising for a project and don't have a main office? Think of holding your event in a public location, such as a neighborhood school, mall or rent a park building!
 - Will there be food? If you decide to cater your event or provide the food yourself, make sure the facility meets your needs (examples: running water, microwave, trash cans, etc.).
- 6) **Set your hours.** Think about what you are offering, what you hope to accomplish and remember your core donor demographic.
- Consider how much time you need to connect with your donors.
 - Plan around your donors. When are they active? When do they have free time?
 - Find out what other events will be held during the day that might conflict with your fundraiser (the Kearney Area Community Foundation will keep a master list of Giving Destinations).
 - Communicate your hours! Post them on your organization's page, social media, on your website and share them with the Community Foundation and local news outlets.
 - Remember, your event must be held on December 6 – anytime between midnight to midnight!
- 7) **Rally your volunteers.** Make sure you have enough help to host a successful Giving Destination.
- Identify who will recruit, organize and communicate with these volunteers.
 - Provide volunteers with specific roles. Give assignments to make sure you have enough help!
 - Empower your volunteers – have them give tours, hand out brochures or fill food plates.
 - Schedule volunteers in shifts if your event lasts longer than an hour or two.
 - Remind volunteers of their commitment and what you expect them to do.
 - Thank them often!
 - Order *Give Where You Live* t-shirts they can wear at your event!
- 8) **Create your message.** Consider how you will encourage donors to attend your event. Infuse urgency – get them excited to come see you!
- Send out invitations – think mail, email, text or social media – remember to use tools specific to who you are targeting. It does not have to be formal or expensive.
 - Prepare handouts or brochures – a quick message about who you are and why they should give. Use the opportunity to teach them about what you have and what you need.
 - Take/post pictures.
 - There will be a lot of other events that day!! Make your event stand out!!

If you would like the Kearney Area Community Foundation to advertise your Giving Destination, please fill out the Giving Destination Registration Form and return it to KACF by November 8.

If you have any questions regarding these tips, please contact our office at 308-237-3114.