



2018
**PARTICIPATION GUIDELINES,
LIABILITY DISCLAIMER & ROLES**

In order to participate in *Give Where You Live*, organizations must agree to the following information set forth by the Kearney Area Community Foundation:

- 1) The Kearney Area Community Foundation is assessing NO fees itself to provide this program to the applicant organization.
- 2) The Kearney Area Community Foundation will be using CiviCore as its technology partner for the *Give Where You Live* campaign. CiviCore is a recognized leader for online match fundraising programs. They will charge a transaction fee of 2.5%. Credit card transactions are secure, backed by a PCI Level 1 secure service provider certification.
- 3) Approved organizations will receive a proportional share of the *Challenge Match Pool* of funds granted by the Kearney Area Community Foundation. The proportional share will be based on the total dollars raised by the individual participating organization in relation to total dollars raised by all participating organizations. Example: If the participating organization raises 3% of total funds raised by all participating organizations during the designated 24-hour period, applicant organization will share in 3% of the match pool.
- 4) *Give Where You Live* is a 24-hour giving day fundraising campaign. In order for donations to be counted for the program, donations MUST be made through GiveWhereYouLive.net (November 1 – December 6) or delivered in person to the Kearney Area Community Foundation office on December 6. Checks need to be made payable to the Kearney Area Community Foundation. Donations made at any other time and/or by any other method may not be counted for the match pool and other prizes.
- 5) Participating organizations should promote the event to their own donors through methods of their choosing and may take advantage of the Kearney Area Community Foundation's promotional and marketing materials that are made available. Any paid promotional methods utilized by the participating organization are solely at that organization's discretion and expense.
- 6) The Kearney Area Community Foundation will promote *Give Where You Live* through its media partners and various websites and provide social media marketing kits and training to participating organizations. Participating organizations will each get a customized organization donation page and link to the page. Participating organizations are responsible for providing organizational information and a logo for use on their personal donation page.
- 7) By January 15, 2019, the Kearney Area Community Foundation will issue payment to participating organizations in the amount of total donations received on behalf of the participating organization less CiviCore gift processing fees plus the organization's share of the prorated *Challenge Match Pool* and any other prizes.
- 8) Matching funds will be distributed for all donations up to \$25,000 per unique donor per nonprofit organization. If a donor gives more than one donation totaling \$25,000 to the same nonprofit, only \$25,000 will be matched.

Liability Disclaimer:

As the appointed representative, I hereby release the Kearney Area Community Foundation, *Give Where You Live*, and its affiliates, officers, board and employees, jointly and severally, from any claims for any loss or damage sustained while participating in *Give Where You Live*.

This disclaimer extends, applies to, and also covers and includes all unknown, unforeseen, unanticipated and unsuspected injuries, damages, losses and liability and the consequences thereof, as well as those now disclosed and known to exist. The provisions of any state, federal, local or territorial law that release such party from liability shall not extend or apply to claims, demands or damages which are unknown or unsuspected to exist at this time to the person executing such release.

This authority also extends to coordination of participation efforts and use of public content from this organization's websites for marketing purposes. It is further understood and agreed that said participation in *Give Where You Live* is not to be construed as an admission of any liability and/or acceptance of assumption of responsibility by the Kearney Area Community Foundation and its affiliates, officers, board, and employees, jointly and severally, or for any damages and expenses for which the Kearney Area Community Foundation and its affiliates, officers, board and employees become liable as a result of any alleged act of a *Give Where You Live* participant.

The Kearney Area Community Foundation reserves the right to disqualify any community benefit organization from participating in the event and/or receiving *Challenge Match Pool* dollars and prizes at any time before, during or after the event if, in its sole discretion, it believes that there has been a breach of these rules and/or deception on the part of the organization.

The Kearney Area Community Foundation can modify any restrictions or conditions if, in the sole judgment of the Board of Directors, such restriction or condition becomes unnecessary, incapable of fulfillment or inconsistent with charitable needs of the community. As such, the Kearney Area Community Foundation reserves the right to deny or condition the distribution of prizes and grants if, in the judgment of its Board of Directors, such restriction or condition becomes necessary.

The Foundation makes no warranties or representations as to the success of *Give Where You Live* or of any individual participant and in no way, directly or indirectly, guarantees any results or the amount of donations.

Roles and Guidelines:

Kearney Area Community Foundation's Role:

- Fund, create, maintain and oversee the GiveWhereYouLive.net online giving platform.
- Manage and oversee all aspects of the campaign.
- Serve as a liaison between organizations and CiviCore.
- Seek sponsors for grants and prizes.
- Offer prize money to nonprofits to encourage participation.
- Create a common message and brand for the campaign; this includes easy-to-use and easy-to-access templates and other marketing tools.

- Provide training/information sessions to prepare nonprofits for *Give Where You Live*.
- Offer ongoing support to nonprofits through open office hours.
- Provide resources for nonprofits to strengthen their campaigns.
- Raise awareness in the community and generate media buzz about the event.
- Work with the local media and social media to get the word out.
- Highlight participating nonprofits on Facebook and Twitter.
- Use www.kearneyfoundation.org to spread the word about *Give Where You Live*.

Nonprofit Organization's Role:

- Register for *Give Where You Live 2018* by October 8.
- Create a fundraising page for your organization using the CiviCore platform by October 31.
- Use the resources provided by the Kearney Area Community Foundation to strengthen your campaign.
- Broadcast the campaign's message using your existing communication networks.
- Utilize the campaign's logo and message consistent with brand guidelines.
- Market this unique giving day to your existing donor list, as well as new prospects.
- Contribute to outreach events as necessary. Contribute to the campaign's success by committing staff time for outreach, especially on December 6.
- Be committed to learning new online communication technologies for your nonprofit.
- Send thank you notes/emails to your *Give Where You Live* donors after the event.
- Use at least 80% of the proceeds to benefit the Kearney area.

If you have any questions regarding these guidelines and disclaimers, please contact
Judi Sickler at judi@kearneyfoundation.org or (308) 237-3114