

NORTH TEXAS GIVING TUESDAY | NOW

Powered by  COMMUNITIES FOUNDATION of TEXAS  United Way Metropolitan Dallas

Facebook Live Q&A Recap

April 15, 2020

Communities Foundation of Texas is thrilled to partner with the Dallas Cowboys and United Way of Metropolitan Dallas to host North Texas Giving Tuesday Now – a collaborative effort to raise critical funds for nonprofits responding to and affected by the COVID-19 pandemic. North Texas Giving Tuesday Now brings together the North Texas Giving Day platform with the global effort of Giving Tuesday to spur individual giving for nonprofits in this time of crisis.

- North Texas Giving Tuesday Now will take place on Tuesday May 5th from 6:00am to midnight. Early Giving began April 14th and will run all the way through May 4th.
- Donors do NOT have to create an account in order to give early! AND gifts made prior to May 5th will be processed in real time so you and your donors will see how much your organization has raised prior to going into the big day.
- Remember! Communities Foundation of Texas will distribute tax receipts to donors, so you don't need to worry about that and can just focus on stewarding your donors.
- As a nonprofit – you have access to your donor report and can see now who is giving early to your organization. Feel free to go ahead and thank your donors for their support.
- Keep in Mind – North Texas Giving Tuesday Now is a special emergency funding campaign and WILL NOT replace the 2020 North Texas Giving Day slated for Thursday September 17. The team here at Communities Foundation of Texas will provide updates on North Texas Giving Day AFTER this May emergency campaign.

WHO IS ELIGIBLE TO PARTICIPATE IN NORTH TEXAS GIVING TUESDAY NOW?

Nonprofits who were approved and participated in the 2019 North Texas Giving Day and are still in good standing with the IRS are eligible to participate. If you are unsure if your organization can participate, simply visit northtexasgivingdaytuesdaynow.org and search for your nonprofit. If you see your organization, you are all set to go!

For organizations who did NOT participate in the 2019 North Texas Giving Day, but are still in need of response and recovery funds, we recommend looking into the following opportunities:

- 1) Check out the North Texas Cares website at NorthTexasCares.org for grant funding opportunities. Communities Foundation of Texas and United Way of Metropolitan Dallas have joined forces with other local foundations and United Ways to coordinate COVID-19 response and recovery grants. You can also find information on these grant opportunities in the [Nonprofit Resources section of the NorthTexasGivingTuesdayNow site](#).
- 2) There are additional opportunities to participate in the global Giving Tuesday event for May 5th separate from this combined campaign and you can visit the Giving Tuesday website to learn more.
- 3) Registration for the 2020 North Texas Giving Day slated for September will open up this summer. Participating in North Texas Giving Day allows your organization to be eligible for year-round campaigns through the platform as they arise. Keep an eye out for communication from the North Texas Giving Day team.

WHAT DOES A NONPROFIT NEED TO DO FOR NORTH TEXAS GIVING TUESDAY NOW?

Eligible nonprofits don't HAVE to do anything to participate. There is NO registration fee and we know that although some nonprofits have the capacity to dedicate some time to this effort, others do not.

So although there is nothing you HAVE to do, there are things your organization CAN do in preparation for May 5th. The [Nonprofit Planning Timeline](#) (found on <https://www.northtexasgivingday.org/nonprofitresources>) this gives you week by week SUGGESTED actions to implement depending on what your organization can take on at this time.

In this timeline, you will find information on updating your profile, including just for this campaign a new COVID-19 alert banner where you can highlight your most pressing needs that will be front and center on your profile page.

You can update your profile anytime through May 4th. Keep in mind that your updates may not show up immediately and may take a little while to populate. So if you don't see your changes published immediately on the site check back later that day!

NONPROFIT RESOURCES PAGE

[On the Nonprofit Resources page of NorthTexasGivingTuesdayNow.org](#), you will also find information on how to get the word out, including key messages, email signatures, template emails and social media posts. Our hope is that the graphics, logos and messaging that we have posted will help and ease your communications efforts.

You will also find information on the creation of personal FUNdraising pages! Individuals can go on the site now, create FUNdraising pages and help their favorite nonprofits raise emergency funds through North Texas Giving Tuesday Now.

Note: There is NO deadline to set up a personal FUNdraising page. Individuals can even set them up on May 5th!

Finally, we have included information about securing your own 1:1 matching funds to encourage gifts to your organization. There is no deadline to secure a matching fund -- in fact you are still able to update the matching fund section of your profile on May 5th!

MY ORGANIZATION HAS ALREADY ORGANIZED A COVID-19 RESPONSE CAMPAIGN. HOW CAN WE UTILIZE NORTH TEXAS GIVING TUESDAY NOW?

We want nonprofits to do what makes the most sense for your organization at this time. Questions to consider include: Did you raise sufficient emergency funds in that effort or is there still a gap to your goal?

Are you able to make a broad-based ask to all donors, or would it be best to segment your donor list for North Texas Giving Tuesday Now? Perhaps focus on just one or two stakeholder groups? For example, lapsed donors who have not given in a while, but may feel compelled to give in this time of crisis?

Volunteers who cannot serve at this time but want to continue to support your mission? If for whatever reason you feel you cannot reach out to your donor base with a financial ask right now, then ask your donors to simply help spread the story of your mission to reach new audiences by sharing a social media post, forwarding an email, or creating a FUNdraising page on your behalf.

So there are still ways that donors can help even if they recently made a financial gift.

WILL THERE BE BONUS OR PRIZE FUNDS?

No, there will not be bonus or prize funds for North Texas Giving Tuesday Now. It's a heavy lift to raise bonus and prize funds and given how quickly we are working to make this day possible, it is not feasible to add this component as well.

WHAT IS THE PROCESSING FEE ON GIFTS?

Communities Foundation of Texas will be covering a portion of the fees to bring down the platform/processing fee on gifts to **2.91%** for this campaign.

CAN DONORS GIVE BY CHECK?

Offline gifts that don't come through the site can be accepted in this campaign just as they were through North Texas Giving Day. Donors can make gifts by check directly to your nonprofit anytime between April 14 and May 5th. You can then enter these gifts on your nonprofit portal page and all gifts entered by 11:59 on May 5th will be included in your profile totals.

[Check out the FAQs for instructions on how to enter offline gifts.](#)

HOW WILL NONPROFITS RECEIVE FUNDS RAISED THROUGH NORTH TEXAS GIVING TUESDAY NOW?

Just as we did on North Texas Giving Day, Communities Foundation of Texas will be emailing each nonprofit a check with the total amount raised through North Texas Giving Tuesday Now. We are working on a distribution date now so keep checking the FAQ page for updated information.

BEST WAY TO STAY INFORMED

The best way for eligible nonprofits to stay informed of North Texas Giving Tuesday updates and activities is to make sure you are receiving our weekly e-newsletters. Moving forward these will be sent out each Tuesday! If you are not receiving these communications – please make sure your email account has whitelisted both northtexasgivingday@cftexas.org AS WELL AS donotreply@northtexasgivingday.org

AND the best way to get a quick response from the North Texas Giving Day team is to email us at northtexasgivingday@cftexas.org