



2018 Incentive Prize Pool

(Updated 2.6.2018)

- Donor is defined as an individual or corporation/business. For purposes of awarding prizes that require unique donations, multiple donations from one donor to the same nonprofit will count as one gift.
- One organization cannot win both the 50/50 Early Bird Prize and a Grand Prize. If an organization qualifies for both, it will receive the larger Grand Prize. The 50/50 Early Bird Prize then will be awarded to the next organization on the leaderboard.
- One organization cannot win more than 2 prizes, not including the grand prizes and 50/50 Early Bird prize.
- Checks and cash donations do not qualify for prizes. Organizations are eligible for all other prizes with donations made online after midnight on May 8th.

Each Nonprofit qualifies to win not more than one of the following prizes:

Grand Prizes (4)

1st Place – \$5,000 awarded to the Nonprofit who receives the highest number of unique donations.

2nd Place - \$3,000 awarded to the Nonprofit who receives the second highest number of unique donations.

3rd Place - \$2,000 awarded to the Nonprofit who receives the third highest number of unique donations.

Fundraiser Campaign - \$1,500 awarded to the Nonprofit with the highest number of unique donations made through Fundraiser Campaigns.

50/50 Early Bird Prize (3)

The first 3 organizations to receive 50 unique donations of \$50 or more will be awarded \$1,000 each.

Each Nonprofit qualifies to win not more than two of the following prizes:

Challenge Prizes (13)

Best in Show Challenge - \$757 awarded to the nonprofit in each of the 8 categories with the highest number of unique donations.

1. Animal
2. Arts & Culture
3. Community Improvement
4. Education
5. Health
6. Human Services
7. Youth Development

New Donor Challenge - \$757 awarded to the nonprofit that receives the most new donors.

100% Board Giving Challenge - Get every member of your board to make a donation and receive an entry into a drawing to win \$757. Entries must include a list of your board members and be emailed to pcfvirginia@gmail.com no later than Friday, April 29th.

Notable Newcomer Challenge - \$757 awarded to the organization that is a first time participant in Give Local 757 and receives the highest number of unique donations.

Nifty 50 Challenge - \$757 awarded to the nonprofit that receives donations from the most U.S. states.

The MATCH Challenge - \$757 awarded to a random nonprofit chosen from all nonprofits who raise \$500 or more in matching funds. Must enter match amount in profile to qualify.

FUNdraiser Campaign Prize - \$757 awarded to a nonprofit with the highest number of Fundraiser Campaigns. Only campaigns with a minimum of 5 donations will qualify. Fundraisers may have multiple campaigns, but only one fundraiser page per nonprofit is counted towards the prize.

Social Media Challenge Prizes (3)

LIVE Video Facebook Challenge - \$757 awarded to a random nonprofit chosen from all nonprofits who host a "Live Video" on Facebook between the hours of Noon – 2 PM using the hashtags [#givelocal757](#), [#GL757LIVE](#).

Selfies for Good Challenge - \$757 awarded to a random nonprofit chosen from nonprofits who post "Selfies for Good" on Social Media May 1- 8. Selfies are pictures recognizing the Give Local event and using the hashtags [#GiveLocal757](#), [#GL757Selfie](#).

Tag... You're It Challenge – \$757 awarded to a random nonprofit chosen from all the nonprofits who use the hashtag [#givelocal757](#) on social media (Instagram, Twitter, Facebook) May 1 -8. Fundraiser Campaigns who use the hashtag will also be eligible.

Bonus Prizes (21)

Golden Ticket Prizes - One nonprofit will be randomly chosen to receive \$757 at **2:30 am, 8:30 am, 11:30 am, 1:30 pm, 8:30 pm, 10:30 pm**

To qualify, nonprofits must have a minimum of 25 donations at the time of drawing.

Midnight Madness Prize, 12 - 1 am - \$757 awarded to the organization that receives the highest number of unique donations during this time.

Night Owl Prize, 3 – 4 am - \$757 awarded to the organization who receives the highest number of unique donations during this time.

Sunrise Prize, 5 – 6 am - \$757 awarded to the organization who receives the highest number of unique donations during this time.

Rise & Shine Prize, 6 - 7 am - \$757 awarded to the organization who receives the highest number of unique donations during this time.

Early Commute Prize, 7 – 8 AM Prize - \$757 awarded to the organization who receives the highest number of unique donations during this time.

Coffee Break Prize, 9 - 10 am - \$757 awarded to the organization who receives the highest number of unique donations during this time.

Post Rush Hour Prize, 10 – 11 am - \$757 awarded to the organization who receives the highest number of unique donations during this time.

Halfway There Fundraiser Prize, 12 pm - \$757 awarded to the organization who has received the highest number of unique donations from Fundraiser Campaigns at this time.

Lunch Break Prize, 12 - 1 pm - \$757 awarded to the organization who receives the highest number of unique donations during this time.

Afternoon Sprint Prize, 2 – 3 pm - \$757 awarded to the organization who receives the highest number of unique donations during this time.

Sunset Prize, 3 - 4 pm - \$757 awarded to the organization who receives the highest number of unique donations during this time.

Happy Hour Prize, 5 - 6 pm - \$757 awarded to the organization who receives the highest number of unique donations during this time.

7th Inning Stretch Prize, 7 – 8 pm - \$757 awarded to the organization who receives the highest number of unique donations during this time.

Prime Time Prize, 9 - 10 pm - \$757 awarded to the organization who receives the highest number of unique donations during this time.

Final Countdown Prize, 11 - 11:59 pm - \$757 awarded to the organization who receives the highest number of unique donations during this time.

