

North State GIVING TUESDAY

Nonprofit Key Messages for 2018 North State Giving Tuesday

The following are a sampling of key messages for North State Giving Tuesday. We encourage you to use any of these messages in your own promotional materials.

Summary

North State Giving Tuesday is a local initiative to increase philanthropy in Shasta, Siskiyou, and Tehama counties. The effort is brought to you by Shasta Regional Community Foundation and Redding Bank of Commerce. The 2018 North State Giving Tuesday event will take place from 6 a.m. PST to 8 p.m. PST on **Tuesday, November 27th**. For those 14 hours, online donations will be accepted through northstategives.org with a goal to inspire and unite our community in supporting many local nonprofits.

Key Messages

- Black Friday. Cyber Monday. Giving Tuesday.
- 14 hours to give of yourself
- Put your money where your heart is
- Give to the nonprofits that make this the place home – give where you live!
- Donations made at northstategives.org on November 27th help nonprofits win extra prize dollars and incentives
- North State Giving Tuesday is a part of a worldwide Giving Tuesday initiative – first Tuesday after Thanksgiving.
- North State Giving Tuesday is brought to you by Shasta Regional Community Foundation and Redding Bank of Commerce
- Donate online at northstategives.org
- 170+ nonprofits are participating in Shasta, Siskiyou, and Tehama counties
- One-stop annual giving
- Help make history in our region! One day of a giving for years of community benefit

Scheduled Donations

- Again this year! Donors can schedule their donations for their favorite nonprofit beginning November 13th
- Similar to the technology of bill pay, a donor can create an account beginning 11/13 and schedule their gift to be processed on North State Giving Tuesday!
- Not around on the day of North State Giving Tuesday? Schedule a gift in advance! Visit northstategives.org to give beginning 11/13!

In-Kind Transfers

- Give the gift of stock. Visit with your financial advisor and explore the option of giving via a charitable IRA or in-kind securities
- Donors who are 70 ½ or older can take advantage of tax benefits by transferring stock from a charitable IRA!
- Transfers of stock must be initiated by Tuesday, November 20th to count toward the North State Giving Tuesday event
- All transfers of stock must be accompanied by the “InKind Transfer Instructions” sheet – provided to both the donor’s financial advisor and Shasta Regional Community Foundation.
 - Can be found in the “Resources” tab

Prizes & Incentives Key Points

- More than \$50,000 in prizes and incentives are available for nonprofits, generously provided by the Knodel Family Endowment Fund of Shasta Regional Community Foundation and the local business community
- To boost excitement on the day of North State Giving Tuesday, prizes will be awarded to participating nonprofits! Help your favorite nonprofit win extra dollars!
- Donations made online at www.northstategives.org will help nonprofits win extra dollars! Each hour, the organization with the most donors wins a \$500 cash prize.
- Three Power Hours will take place during the day of North State Giving Tuesday. During these specific hours, each dollar that is donated will go further thanks to a prize pool of \$10,000!
 - Incentive pool funds will be distributed to each nonprofit in a pro-rated fashion. The more an organization raises, the more they are awarded from the prize pool!
 - If an organization raises 10% of the total of all that is raised in that hour, they will receive 10% of the prize pool