



— ABILENE — GIVES — MAY 4, 2021 —

Abilene Gives is a 24-hour day of online giving to raise money and awareness for local nonprofits.

On May 4, 2021 at abilenegives.org, the community can view participating nonprofit profiles and make a donation of \$10 or more to any of the organizations.

Nonprofits will also have opportunities to earn bonus money throughout the giving day from contests and an amplification pool.

SPONSORS AND RETAIL PARTNERS MAKE THIS POSSIBLE!

HOW ABILENE GIVES WORKS



— ABILENE — GIVES.★

ablenegives.org

2020 | OVERVIEW & HIGHLIGHTS



The community raised over **\$1.3 million** in 24 hours for local nonprofit causes!



There were more than **13,000 web visits** to the Abilene Gives website on the giving day.



142 local nonprofit organizations participated in the fourth giving day.



More than **3,000 people** donated to local causes via ablenegives.org

YOUR HELP MATTERS.

Your support spurs giving on a day that benefits not one organization, but the entire community!

We know you do it to help the community. Still, we want to ensure your business is properly recognized on multiple platforms **based on the partnership you select**, in media outlets, social media, email campaigns and the website.



Sponsorship Opportunities

Prize Sponsors

- Prize sponsors provide opportunities for nonprofits to win bonus money.
- Most contests will be based on a nonprofit's ability to get donations during each contest's allotted time-frame, however, some prizes will not be competitive and will be distributed by random drawings throughout the day. Sponsors will also have an opportunity to split their sponsorship dollars into multiple prizes that will benefit more than one nonprofit!
- Prize example: "The Breakfast Club" prize awards \$1,000 to the nonprofit that receives the donations from the largest number of different donors between 8 a.m. and 9:30 a.m.
- As a sponsor at the \$1,000, \$2,500, \$5,000 level, you will have the option to personalize a prize so that your company name, individual or family name is included in the prize name copy. For example, "The Creekside Advisors Breakfast Club" prize.

Champion - \$5,000

- 1 Media interview and/or mention
- 2 exclusively named prizes
- Company logo/name on abilenegives.org
- Logo/name in Abilene Gives emails
- Exclusive social media post thanking you as a sponsor
- Included in social media post thanking all sponsors
- 2 social media posts on event day during your featured prizes

Philanthropist - \$2,500

- 1 exclusively named prize (larger prize than Advocate level)
- Company logo/name on abilenegives.org
- Logo/name in Abilene Gives emails
- Exclusive social media post thanking you as a sponsor
- Included in social media post thanking all sponsors
- 1 social media posts on event day during your featured prize

Advocate - \$1,000

- 1 exclusively named prize
- Company logo/name on abilenegives.org
- Logo/name in Abilene Gives emails
- Included in social media post thanking all sponsors
- 1 social media posts on event day during your featured prize

Supporter - \$500

- Company logo/name on abilenegives.org
- Name in Abilene Gives emails
- Included in social media post thanking all sponsors



100% of sponsorships go directly to nonprofits!

Amplification Sponsors

Amplification sponsors can contribute any amount and will be recognized on abilenegives.org and in emails. These contributions go into the amplification pool, which is a pool of bonus money that amplifies donations to the nonprofits. The amount of the amplification pool that a nonprofit receives after the giving day directly correlates with the total amount the nonprofit raises during the giving day.

For example, if a nonprofit raises 5% of the total amount raised by ALL nonprofits on the giving day, then that nonprofit will receive 5% of the amplification pool. This incentivizes nonprofits to raise more money during the giving day.

READY TO PARTNER? HAVE QUESTIONS?

Contact Jasmine McCabe-Gossett at jasminemg@cfabilene.org or 325-676-3883.

Retail Partnership Opportunity

About Retail Partnerships

As a retail partner, you can run a special promotion of your choice in advance of May 4, then donate a portion of proceeds from that promotion to Abilene Gives. Your partnership dollars will go into the amplification pool to spur giving and will be featured on social media and abilenegives.org for thousands to see!

Retail Partnership Examples



Giving is SWEET - On April 24, our bakery will donate 20% of all pastry sales to Abilene Gives.



Coffee for a Cause - During the entire month of April, our coffee shop will contribute 10% of sales from all drink-of-the-month purchases.



Shoes with a Purpose - Our boutique will donate 15% of all Gregor Thomasson booties sold during the month of March to Abilene Gives.



Golfing for Giving- For every below-par score from April 22-April 30, our golf course will donate \$50 to Abilene Gives.



Cars for a Cause - Our dealership will donate \$50 for every car sold from April 25-April 30 to support Abilene Gives



Rack it up for Abilene Gives - Our boutique has a special rack, just for Abilene Gives! We'll donate 20% of all sales from this rack to Abilene Gives, during the week of April 13-18.



Electricians who Care - Our company will donate \$20 for every service booked with us during the month of April to Abilene Gives.

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